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**25<sup>TH</sup> PROGRAM REPORT OF THE**

**UNITED STATES  
TRAVEL  
SERVICE  
1980**



**U.S. DEPARTMENT OF COMMERCE**



**THE SECRETARY OF COMMERCE**  
Washington, D.C. 20230

**SEP 25 1981**

Sirs:

I am pleased to submit the annual report on the activities of the United States Travel Service, U.S. Department of Commerce, for fiscal year 1980, in compliance with Section 5 of the International Travel Act of 1961, as amended (22 USC 2121-2127).

Sincerely,

*Makoto Baldridge*  
Secretary of Commerce

Enclosure

The President  
President of the Senate  
Speaker of the House of Representatives

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\*(This report covers Fiscal Year 1980, from October 1, 1979 through September 30, 1980. On October 16, 1981, the United States Travel Service became the United States Travel and Tourism Administration.)

# INTRODUCTION

Some 22.5 million international travelers visited the United States in 1980, 11 percent more than the year before and a new record (Chart A). This marked the first time since records have been kept that the number of foreign visitors exceeded the number of Americans traveling abroad.

This Nation's international tourism and fare receipts reached a record level of \$12 billion in current dollars, an increase of more than 21 percent over 1979 (Chart B).

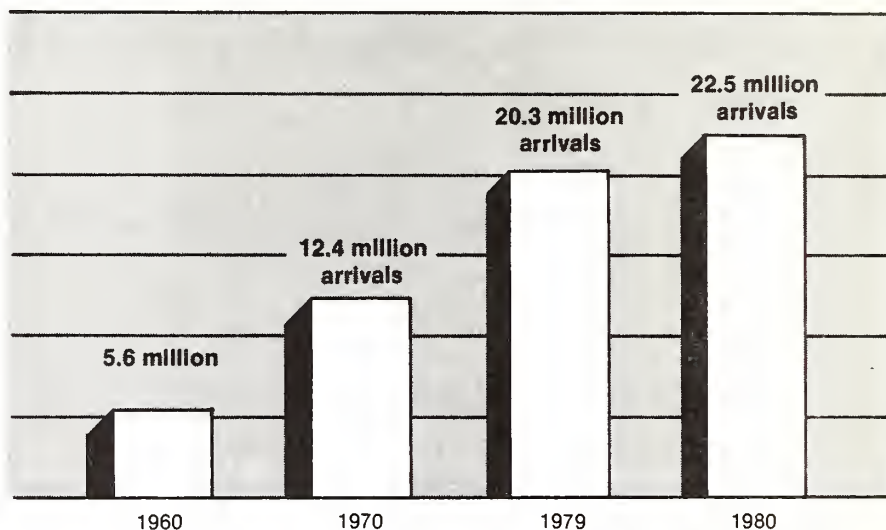
The U.S. travel deficit shrank to under \$1.9 billion, the lowest level since 1968 (Chart C).

Other "firsts" for this country's international tourism:

- Mexico replaced Canada as the United States' number one source of international tourism receipts (Table III, Appendix).
- The U.S. share of the Americas' international tourism receipts expanded to 54.5 percent, a record U.S. portion (Table IV, Appendix).
- U.S. fare receipts from foreign visitors rose to a record \$2.1 billion, a jump of 22 percent (Table V, Appendix).
- Canadian tourists visiting the United States outnumbered U.S. tourists visiting Canada for the first time on record (Table VI, Appendix).
- For the first time, Mexican tourists visiting the United States outnumbered Americans visiting Mexico (Table VI, Appendix).

**CHART A**

**International Travel to the U.S., Foreign Arrivals 1960-1980**

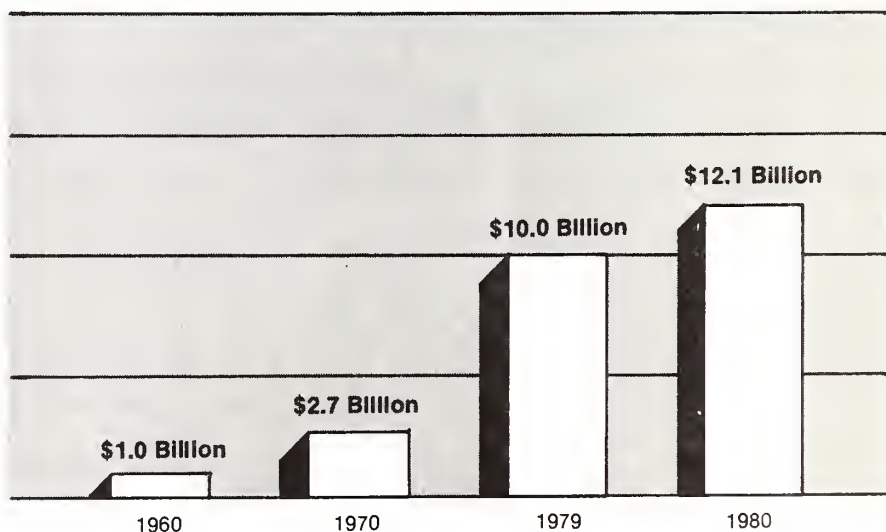


Total growth in foreign arrivals (1960-1980): 305%

Average annual growth: 7.6%

**CHART B**

**U.S. International Travel Receipts, 1960-1980**



Total growth in international travel receipts: 1,085% (in current \$)

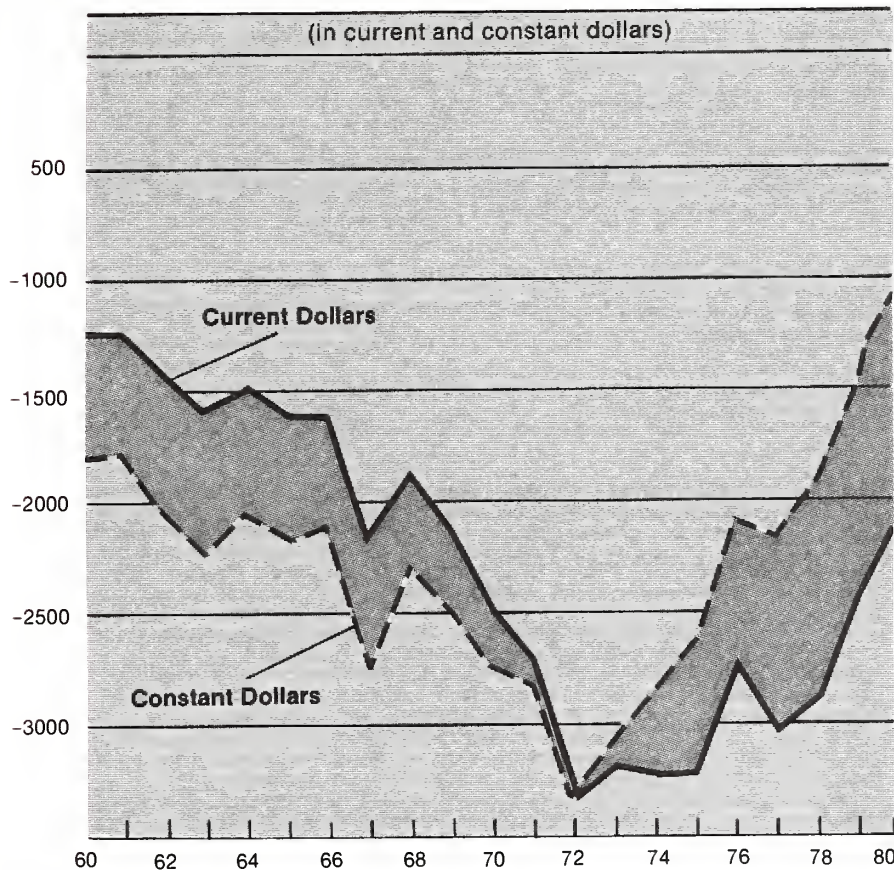
Average annual growth: 13.3% (in current \$) 7.8% (in real \$)

- The United Kingdom replaced Japan as the United States'

number one source of overseas visitors for the first time since 1972 (Chart E, Appendix).

**CHART C**

**Trend of U.S. Travel Deficit, 1960-1980 (MILLIONS \$)**



## Growth of International Tourism and Fare Receipts

In terms of constant (1972) dollars, U.S. tourism and fare receipts totaled \$6.7 billion (Chart D and Table I, Appendix).

Real growth in international tourism receipts matched that achieved in 1979, 9.8 percent.<sup>1</sup>

For the third straight year, U.S. foreign tourism and fare receipts grew faster than U.S. international tourism and fare payments. The latter rose 11.2 percent, to \$14 billion in current dollar terms, but demonstrated only marginal growth in real terms, increasing less than 1 percent to \$7.8 billion in constant (1972) dollars (Table VIII, Appendix).

## The Impact of Foreign Tourist Spending on the U. S. Economy

Foreign tourist spending is, in effect, "fresh money" which flows into the U. S. economy, and it has

<sup>1</sup>Real growth is total growth minus inflation. The most common method of measuring real growth is to convert current year figures (current dollars) into "constant dollars." A prior year is designated as the base year and current dollars are divided by a weighted average of price indexes (implicit price deflator) for that year. In this case, 1972 was designated as the base year so that tourism receipts data would be consistent with data produced by the Bureau of Economic Analysis. Constant dollar receipts are current dollar receipts valued in 1972 prices.

much the same impact as new capital investment: it turns over and over as it makes its way through the economy, generating successive rounds of demands and creating income not only for the travel industry but for industries which supply the travel industry.

The total impact of foreign visitor spending on the U.S. economy therefore exceeds the visitor receipts total reported in the National Income and Product Tables. Economists use the term "multiplier effect" to describe this phenomenon. The number of times visitor receipts turn over is called the "multiplier." Data for 1978 show that the tourist spending multiplier was 2.96. Therefore the total impact of foreign visitor receipts in 1978 was \$19.5 billion. Although application of a previous year multiplier to 1980 foreign visitor spending would not necessarily constitute a totally valid procedure inasmuch as demand and spending patterns change, it would serve as the basis for a reasonable estimate. Therefore, the total impact (direct, indirect and induced) of U.S. international tourist receipts in 1980 would be \$30 billion.

## Decrease of the U.S. Travel Deficit

The travel deficit decreased 28 percent to \$1.86 billion in current dollars, the largest decline on record and the lowest level in 13 years (Chart C and Table II, Appendix).

The transportation share of the U.S. travel deficit expanded from 58.3 percent to 83.5 percent. However, in absolute terms, the trans-

portation portion of the deficit increased by only \$47 million to \$1.554 billion, the second lowest level since 1975 (Table IX, Appendix).

The personal consumption expenditure share of the deficit shrank dramatically to 16.5 percent. In absolute terms, the difference between foreign visitors' personal consumption expenditures in the United States and U.S. travelers' personal consumption expenditures abroad narrowed by nearly 72 percent to \$307 million, a record low (Table IX, Appendix).

## Trends in Shares of U.S. Tourism Receipts

Canada and Mexico accounted for 49.3 percent of total U.S. international tourism receipts (excluding fare payments) in 1980, up from 47.5 percent in 1979 (Table III Appendix).

A \$685 million jump in receipts to \$2.554 billion from Mexico was a major reason for the increased North American share. Tourism payments from Canada rose \$336 million to \$2,428 billion after declining \$156 million in 1979, due largely to a 1979 contraction in the summer driving market.

Mexican tourism payments to the United States accounted for 25.2 percent of total U.S. tourism receipts in 1980, compared to 22.4 percent in 1979. The Canadian share of U.S. travel receipts shrank for the sixth year, from 25.1 percent in 1979 to 24.1 percent in 1980. The overseas share contracted slightly, from 52.5 percent to 50.6 percent.

The U.S. share of worldwide international tourism receipts in-

creased only slightly in 1980—11 percent compared to 10.6 percent in 1979 (Table IV, Appendix). By comparison, the Nation achieved a larger share of regional tourism receipts during the year, accounting for 54.5 percent of the Americas' international tourism receipts compared to 52.1 percent in 1979.

As a region, the Americas' market share declined in 1980—20.1 percent of world international tourism receipts vis-a-vis 21.3 percent in 1979 (Table XI, Appendix). Of the principal regions of the world, only Europe realized an increased share of total international tourist receipts in 1980—69.5 percent compared to 66.7 percent in the previous year (Table XI, Appendix).

## Tourism's Position as a U.S. Export

Trade data released in 1980 showed that tourism continues to rank as a major U.S. export. When compared with earnings from each of the 10 Schedule E Groupings of U.S. Commodity Exports, tourism, in 1979, was this Nation's second most important export to Mexico; its third most important export to both Canada and New Zealand; and its fifth most important export to both Venezuela and Australia (Table X, Appendix).

As a source of export earnings from Mexico, tourism was outranked only by machinery and transportation equipment. Only that grouping plus manufactured goods outranked tourism as a source of U.S. exports revenue from Canada. Only those two groupings plus chemicals and food and live animals superseded tour-

ism as a source of export earnings from Venezuela.

In general, tourism's relative ranking among export categories has remained constant over the last decade. However, its position relative to other trade groupings has improved in at least seven markets: the Federal Republic of Germany, Venezuela, Australia, New Zealand, Switzerland, the Netherlands, and Sweden. As a source of U.S. export revenue from West Germany, tourism rose from ninth place in 1970 to seventh in 1979. (Table X, Appendix).

## Trends in U.S. International Tourist Arrivals

A strong recovery in the Canadian summer driving market, which had contracted in 1978 and 1979, accounted for more than 20 percent of the resurgence in U.S. visitor volume. Increased numbers of tourists from Mexico and the United Kingdom also contributed significantly to the advance (Table VII, Appendix). Arrivals from the United Kingdom exceeded the 1979 level by more than 200,000. Mexican arrivals were up by an estimated 630,000.

Despite a worldwide trend toward more intraregional and less interregional travel, residents of North America (Canada and Mexico) accounted for only 64.8 percent of all U.S. visitors in 1980, down from 74.6 percent 5 years ago and from 80.4 percent 10 years ago (Chart E and Table VII, Appendix). The principal reason for the decreasing North American share was strong growth in the number of arrivals from overseas countries since 1978.

The U.S. share of world international tourists rose slightly—7.9 percent compared to 7.5 per-

cent in 1979 (Table XII, Appendix). At the same time, the Nation's share of the Americas' region international arrivals expanded to 42.9 percent, up from 41.0 percent, and an historic high for the United States.

Despite a 6-year, 2.3 million decline in U.S. tourist travel to Canada and a further drop of more than 73,000 in 1980, international arrivals in the Americas' region rose to 52.5 million during the year, a gain of 6.1 percent. For the first time in history, Canadian tourists "discovering" the United States exceeded U.S. tourists "exploring" Canada (Table VI, Appendix).

Arrivals of Mexican tourists spending at least 72 hours in the United States rose to 3.2 million during the year, an increase of 24.5 percent (Table VI, Appendix). Owing to U.S. documentation procedures, arrivals of Mexican tourists spending between 24 and 72 hours in the border region of the United States are not officially counted. A United States Travel Service (USTS) survey of Mexicans visiting the U.S. border region in 1979 indicated that an estimated 6.4 million fell into the 24 hours or longer stay category. The mean length of stay of these visitors was 3 days. It is not unreasonable to assume that a like number of Mexican nationals visited the U.S. border region in 1980. During the year, foreign tourists, including Mexicans staying between 24 and 72 hours in the U.S. border area, spent an estimated 361.1 million "tourist days" in the United States, or approximately 182 tourist days per available guest room (Table XIII, Appendix).<sup>1</sup>

<sup>1</sup>Based on 1,995,000 available guest rooms, according to data contained in the *Statistical Abstract of the United States, 1979*.

International arrivals averaged nearly 78,000 each day. With an average 13-day stay there were, on any given day, 989,000 international visitors in the United States.

## Foreign Share of U.S. Lodging Industry Guests

The number of international tourist days spent in U.S. accommodations in 1980 was not available when this report went to press. However, previous year data reported in 1980 show a steady increase in the ratio of foreign to domestic guests (Chart F, Appendix).

In 1979, the foreign guest share of U.S. lodging industry guests stood at 16.1 percent nationwide, up from 6 percent in 1976. Growth in the foreign share of the industry's guests has been especially pronounced in the Northeast and Southeast. In 1979, more than one of every four guests at reporting establishments in these regions were foreign guests (Tables XIV-XVII, Appendix).

In 1979, the Canadian share of foreign guests shrank to 20.9 percent, down from 41.1 percent; the Mexican share expanded from 16.6 percent to 22.1 percent. Roughly one of five foreign guests in 1979 was a Canadian, down from two of five in 1978.

The United Kingdom and South American shares of foreign guests also grew notably in 1979, especially in the Eastern United States.

# OVERVIEW OF USTS

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The United States Travel Service (USTS) is this Nation's government tourism office. Its mission is to develop travel to the United States from abroad as a stimulus to economic stability and to the growth of the U.S. travel industry, to reduce the Nation's travel deficit, and to promote friendly understanding and appreciation of the United States.

At the beginning of fiscal year 1980, it became necessary to curtail various programs because USTS funding was reduced from \$13.5 million to \$8 million and staffing was cut from 120 to 75.

The following sections list responsibilities of the USTS as de-

signated under the International Travel Act of 1961 (as amended). Included are accomplishments achieved in responding to these requirements.

## STIMULATING TRAVEL TO THE UNITED STATES

A principal responsibility of the Secretary of Commerce under the International Travel Act of 1961, as amended, is to: "... develop,

plan, and carry out a comprehensive program designed to stimulate and encourage travel to the United States by residents of foreign countries for the purpose of study, culture, recreation, business and other activities as a means of promoting friendly understanding and good will among people of foreign countries and of the United States."

This responsibility is discharged by USTS in cooperation with States, cities, regional entities and domestic and international travel trade elements.

Following is a list of the principal international travel development activities of USTS for 1980:

# SUMMARY OF PRINCIPAL USTS PROGRAM ACTIVITIES OF 1980

| Program                                         | Purpose                                                                                                                                                                                          | Results                                                                                                                                                                                           |
|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Congress/Conventions<br>(page 12)               | To commit international associations to hold their conventions/congresses in the United States.                                                                                                  | Thirty-nine congresses committed; future exchange earnings estimated at \$26 million. Twenty-nine congresses actually held in United States in 1980; more than \$11 million in exchange earnings. |
| Business Travel<br>(page 11)                    | To identify U.S. trade shows of interest to foreign businesses and encourage package tours featuring these shows.                                                                                | More than 400 such trade shows identified and promoted abroad; 96 officially certified; 50 show organizers counseled on attracting international attendance.                                      |
| Travel Trade Show<br>(page 13)                  | To acquaint foreign public, travel agents, tour operators and wholesalers with offerings of U.S. travel suppliers.                                                                               | Organized U.S. sectors of six international travel shows in our markets. They were attended by nearly 34,000 travel trade representatives and more than 550,000 members of the public.            |
| Trade Sales Calls<br>(page 10)                  | To engage major accounts, including air carriers, wholesale and retail travel agents and tour operators in active VISIT USA programs.                                                            | Sales calls (12,300) were made on a regular pattern and seminars were conducted for agents and operators.                                                                                         |
| Sales Support Materials<br>(page 11)            | To provide USTS tourism literature to the foreign trade and publics.                                                                                                                             | Distributed 3,557,000 brochures, booklets and maps.                                                                                                                                               |
| Trade Inquiry Service<br>(page 11)              | To provide assistance and advice to travel trade representatives.                                                                                                                                | Total of 131,000 inquiries serviced.                                                                                                                                                              |
| Consumer Inquiry Services<br>(page 11)          | To provide U.S. travel information by mail, phone and in person.                                                                                                                                 | The six USTS Regional Offices serviced a total of 400,160 public inquiries, up 13 percent over 1979.                                                                                              |
| Tour Operators List<br>(page 14)                | To provide trade guide to international tourism business contacts.                                                                                                                               | Listing of 492 tour operators in 23 nations.                                                                                                                                                      |
| Travel Mission Assistance<br>(pages 14/15)      | To assist state, city, trade and attraction missions intended to increase tourism business from abroad.                                                                                          | Organized a total of 47 travel missions abroad and published a travel mission instructional guide.                                                                                                |
| Travel Agent Familiarization Tours<br>(page 10) | To provide on-site inspection of U.S. travel facilities.                                                                                                                                         | More than 6,100 travel agents participated.                                                                                                                                                       |
| Journalist Familiarization Tours<br>(page 10)   | To acquaint foreign journalists with U.S. touristic, cultural, ethnic, historical, scenic, sporting and other attractions; and to generate articles and broadcast coverage of the United States. | More than 2,800 journalists from ten nations participated. Resulting coverage in all media would have cost USTS \$33 million if purchased as advertising.                                         |
| Public Information<br>(page 8)                  | To create through the consumer media abroad a public awareness of U.S. tourism offerings and the desire to visit them.                                                                           | Stories placed by USTS public information efforts were valued at an estimated \$37 million.                                                                                                       |
| Tourism Statistics<br>(pages 20-22)             | To provide international travel data to public and private sectors.                                                                                                                              | Sent to 1,000 on mailing list; serviced more than 5,000 unsolicited phone and mail requests.                                                                                                      |
| Gateway Reception Services<br>(page 18)         | To provide language assistance to international visitors during airport entry procedures.                                                                                                        | Uncounted thousands aided by 100 multilingual receptionists at 14 U.S. airports.                                                                                                                  |

# HOW IT IS DONE

The methods employed by USTS to stimulate travel to the United States are many and varied. These methods can be influenced by fluctuations in economic patterns, changes in foreign government travel regulations, or energy availability and conservation, to name a few. Consequently, programs in each USTS market must be individually tailored and refined to meet the requirements and desires of the customer.

USTS headquarters in Washington, D.C., makes use of available market research intelligence to assure development and adequate support for workable programs concentrated in those markets with the greatest potential for providing maximum return on the taxpayer's investment.

Regional Offices of the USTS are maintained in Toronto, Ontario, Canada; Mexico City, Mexico; London, England; Paris, France; Frankfurt, West Germany; and Tokyo, Japan. Coordinating the efforts of these Regional Offices, headquarters reviews current travel patterns, discusses observed changes in market characteristics, interprets market research studies, and devises an integrated marketing approach for international travel, including the allocation of adequate financial and staff resources to carry out the plan. After the plan is agreed upon, the Regional Offices and the International Congress Office implement a cohesive, country-specialized marketing and information program with supervision and direction from headquarters. USTS produces travel literature in English, French, German, Spanish, and Japanese for distribution through the Regional Offices to the international travel trade, and directly to the

consumer in response to specific inquiries on travel to the United States.

USTS/Washington provides liaison with the domestic public and private sectors, and the Regional Offices coordinate activities in the international marketplace. This is most often true in the organization and implementation of travel missions, familiarization tours, travel trade marts, and in the development of relationships with U.S. organizations involved in international business and convention travel. Similarly, U.S. travel information requested by the international travel trade is provided to Regional Offices for dissemination. USTS/Washington coordinates all communication between headquarters, the Regional Offices and the International Congress Office on active projects.

Each USTS office abroad conducts a regional program which encompasses marketing operations in its host country. Most also have tourism responsibilities in selected other high-potential markets. Travel development activities in the latter markets are carried out by U.S. Foreign Commercial Service personnel in cooperation with a travel industry nucleus group known as the "VISIT USA Committee." These groups include U.S. and foreign travel industry representatives in each market country. Aggressively promoting travel to the United States, VISIT USA Committees operate under the supervision and guidance of USTS Regional Directors.

Primary objectives are to increase U.S. international tourism receipts and visitor arrivals through three principal strategies:

1. providing technical assistance to top-producing foreign tour operators and travel wholesalers in the market;
2. increasing the product knowledge and sales effectiveness of foreign retail travel agents and travel information counselors who deal with the public;
3. motivating international consumers to select the United States as a travel destination.

## Consumer Motivation

To supplant mass media advertising, which was curtailed due to budgetary constraints, public information projects were employed.

U.S. promotional efforts in Canada during FY 1980 confronted three major problems:

- uncertainty concerning availability of gasoline in the United States;
- an aggressive \$5.9 million magazine and radio campaign by the Canadian Government Office of Tourism to persuade young and affluent U.S. citizens to vacation in Canada;
- the continuing unfavorable exchange rate of the Canadian dollar vis-a-vis the U.S. dollar.

Faced with this marketing climate, USTS emphasized providing Canadian travelers with information on the gasoline situation, together with appealing promotional literature depicting the

diversity and affordability of a U.S. vacation experience. Minimal advertising promoted the availability of information through the Travel USA (formerly Info-Road USA) offices in Toronto, Montreal and Vancouver, and portrayed the U.S. vacation experience as a "best buy."

Media familiarization tours arranged by USTS/Toronto and the satellite offices in Montreal and Vancouver continued to provide positive results. Canadian media were contacted and many participants in U.S. travel missions were interviewed on return about destinations visited, including the attractions and facilities offered. U.S., State and city advertising offered literature and directed inquiries to USTS' Travel USA offices for assistance and information.

In Mexico, the major program thrust involved a closer working relationship with the travel industry and increased involvement in marketing development activities. Emphasis was placed on promoting trade and public awareness of additional air routes and lower fares to the United States. To further acquaint the travel industry and media with U.S. attractions, services and facilities, the familiarization tour program was intensified. Newspaper, magazine, radio and TV journalists were offered U.S. tours resulting in major media coverage of U.S. destinations.

In the United Kingdom, USTS benefitted from the increase in real disposable income resulting from the regained strength of the pound, spiraling costs in traditionally visited European countries, and the advent of low-cost air fares. The promotional theme selected by USTS' Travel Plan-

ning Centers<sup>1</sup> was, "America '80/ Make This the Year."

The United States was promoted as the most attractive and affordable long-haul vacation destination for the British traveler.

In France, long-term cooperative efforts of USTS with the travel industry and the media paid valuable dividends. The media aided USTS in depicting the United States as an "in" destination. Air fares were favorable and the exchange rate provided added incentive to travel.

In West Germany, the 1978 U.S.-German Bilateral Air Agreement permitted introduction of low cost air fares, liberalization of charter rules and expanded service. New direct routes and additional U.S. gateways were established to bolster traffic to the United States. The German mark continued to gain, increasing the prospective German traveler's purchasing power. The steep decline of the dollar against the Deutschmark, coupled with decreased USTS funding, eliminated advertising as a tool. Therefore, tour operators were asked to merchandise their USA tour pro-

ducts as price competitive, and the United States as a country capable of accommodating large numbers of tourists without overcrowded facilities and attractions.

USTS/Frankfurt implemented a number of trade oriented projects: market development programs with major tour operators, participation in the International Tourism Exchange in Berlin, co-sponsorship of the DER Travel Academy, and organization of the 29th Annual Convention of the Association of German Travel Agents (DRV) in Washington, D.C. On the consumer side, USTS Frankfurt published a comprehensive listing of tour programs available through the German retail travel trade, and carried out a vigorous familiarization tour and media placement program which resulted in extensive coverage in the German consumer press and on national television.

In Japan, as the yen continued to appreciate strongly against the U.S. dollar, increased Japanese buying power provided a definite incentive for travel to the United States. The Incentive Tour Charter (ITC), begun in October 1978, was still in the experimental stage and the Civil Aeronautics Board (CAB) approved an International Air Transport Association (IATA) agreement to introduce new Advance Purchase Excursion (APEX) fares in the U.S.-Japan market.

USTS/Tokyo relied on familiarization tours and special media projects, such as the NTV network's Ultra Quiz which for the fourth successive year consisted of three 90-minute prime-time specials shown nationwide to an average viewing audience of 18 million per telecast. USTS support consisted of detailed loca-

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<sup>1</sup>A Travel Planning Center is a foreign travel agency which designates at least one salesperson to serve as a VISIT USA specialist. The agency is supplied with sales literature, sales aids such as window and counter displays, a decal identifying it as a USA Travel Planning Center and, in certain markets, sales leads in the form of coupon inquiries from the public. The designated VISIT USA specialist is invited to attend USTS-sponsored sales seminars and workshops and to participate in on-site inspections of U.S. travel facilities.

USTS personnel alert counter sales representatives at Travel Planning Centers and other retail travel agents in their respective regions to new U.S. travel opportunities.

tion/itinerary planning in the field and close coordination with the U.S. destinations' receptive travel officials, the CAB, the Visa Office, and the Immigration and Naturalization Service.

## Summary

These public information efforts carried out by all six regional offices resulted in total media coverage equivalent to \$37 million in paid advertising.

Through the travel trade press, travel agents and tour operators abroad received information from USTS about budget accommodations, surface transport, domestic airlines, cruises, special interest tour possibilities, incentive travel and U.S. convention centers.

## Journalist Familiarization Summary

More than 2,800 foreign journalists were brought to this country by USTS in fiscal 1980 to gather information for news and feature stories designed to inform their readers and viewers of U.S. travel facilities, attractions and costs. For these journalist tours, USTS cooperated with sponsoring cities, States and regions. USTS regional offices designed and coordinated itineraries and activities.

## Travel Trade Education

While USTS regional offices have consistently maintained an active program of travel trade education, the lack of advertising support and the increased sophistication of the international travel trade placed new importance on

this program. The trade education program in fiscal year 1980 was designed to improve the competitive position of the United States as a travel destination. Objectives of the program were:

- to centralize, unify and support the selling efforts of all VISIT USA suppliers and vendors in the market;
- to inform and instruct the decision-making managers and the principal customer-contact selling personnel of travel agents, wholesalers, and business firms on the nature, content and availability of the U.S. travel product;
- to motivate travel agents, wholesalers, and other travel sellers to feature and sell U.S. travel destinations;
- to acquaint sellers of travel with new destinations and thematic attractions and facilities in the United States;
- to provide prompt and efficient VISIT USA inquiry responses and assistance to travel sellers and decision-makers.

The following examples show accomplishments of the travel trade education program during 1980:

- The network of Travel Planning Centers, established in 1973, was expanded from 1,646 to 2,780.
- More than 6,100 foreign travel agents inspected U.S. travel facilities. Many inspections were conducted in cooperation with State travel offices, city convention and visitors bureaus, and private sector travel com-

panies. This was 4 percent more agents than participated in similar familiarization programs in fiscal 1979.

- USTS maintained a continuous schedule of seminars and educational workshops to acquaint the international travel trade with U.S. destinations, attractions and facilities.

Additional training opportunities presented by USTS in cooperation with the U.S. travel trade follow:

In the United Kingdom, mobile seminars were conducted by Southeastern trade participants and USTS. The group traveled to London, Birmingham, Manchester, Glasgow and Durham to talk with invited retail and wholesale agents.

USTS/Paris, in cooperation with the VISIT USA Committee and destination hosts, combined the successful familiarization tour concept with seminars and brought two groups of agents to the United States for seminar/workshop/product inspection trips. The first group of 122 agents and wholesalers visited the Orlando/Clearwater, Florida, area in January 1980. Boston and New England hosted the second group of 101 agents in September 1980.

The mobile seminar concept was also used in Australia and New Zealand, where U.S. representatives were invited to introduce their destinations to agents, wholesalers and operators. In February, 12 U.S.-based travel destination organization representatives visited Auckland, Wellington, Christchurch and Dunedin in New Zealand, and Sydney, Brisbane and Melbourne in Australia, where half-day workshops

were staged for small groups. These were followed by business trade meetings.

Based on the success of VISIT USA at the destination seminars, the VISIT USA Committee held mini-seminars for the travel trade in rural areas of New Zealand.

## Trade Inquiry Service

Reference libraries in each USTS office are used by agents in the market who require information about U.S. travel services and facilities. USTS travel trade specialists are available daily to answer inquiries and to provide specific advice and counsel. Nearly 131,000 trade inquiries were serviced in fiscal year 1980.

## Sales Support Materials

Sales literature produced and distributed to Travel Planning Centers, to other outlets and to the foreign public included:

- destination brochures on 20 U.S. gateway cities and surrounding States;
- a U.S. map;
- USA TRAVEL INFORMATION, a descriptive booklet containing general information on traveling in the United States, climate, driving regulations, and tipping customs.

The destination brochures and USA TRAVEL INFORMATION were available in French, German, Spanish, Japanese and English.

## Consumer Education

Travel markets differ widely depending on geographic, economic and other variables. In Japan, France, the United Kingdom and West Germany, the travel trade dominates the market, determining the nature and availability of VISIT USA tour packages and influencing consumer destination decisions at the point of sale. In Canada and Mexico, it is the travel consumer who governs the market. Consumers tend to plan trips without the assistance of a travel agent. They book their own reservations and travel independently, often by automobile. Such travelers are more apt to choose a U.S. travel destination if detailed trip-planning information is available in their country in their language. For these reasons, contract public inquiry services are provided in Canada and Mexico. Canadian TRAVEL USA offices answered 196,551 inquiries, a 5 percent increase over fiscal 1979. Of these inquiries, 66,160 were handled by Toronto, 81,612 by Montreal, and 48,784 by Vancouver. "INFORMACION TOURISTICA USA" in Mexico advised 49,377 prospective travelers to the United States, a 16 percent increase over fiscal 1979.

In Japan, the United Kingdom, France and West Germany, public inquiries had been handled by Travel Service personnel on an unpublicized basis. Because of growing need, USTS introduced telephone information service in the United Kingdom in October 1979. This was followed by a similar move in France in March 1980. In Japan and West Germany, Travel Service personnel placed more emphasis on responding personally to these inquiries.

In the United Kingdom and France, where the information service was publicized, although not for a full year, 103,925 inquiries were processed. In Japan and West Germany 50,307 inquiries were received. This represents a cumulative increase of 26 percent for the four countries when compared with FY 1979.

Total consumer inquiries processed in all six markets by USTS were 400,160, 13 percent more than the year before.

## Business Travel Promotion

More than 400 U.S. trade shows of interest to foreign businesses were identified and listed. USTS distributed 35,000 copies of the list abroad to encourage foreign tour operators to develop and promote special travel-related package tours to the United States featuring these trade shows.

Trade show listings and information about U.S. trade shows were distributed abroad by USTS personnel and by commercial officers assigned to U.S. embassies and consulates.

Ninety-six U.S. trade shows were certified in FY 1980 under the Trade Fair Act of 1959 which entitles foreign exhibitors to bring their products into the United States duty-free for display during scheduled events.

More than 50 trade show organizers were counseled by USTS about making their events more attractive to international attendees. Suggested techniques included contact with foreign embassies in Washington, D.C., production of foreign language promotional brochures and USTS assistance

in their distribution abroad, foreign currency exchange facilities, special tours for spouses of delegates, and post-trade show tours.

## International Convention Promotion

Technical assistance was provided to U.S. convention and visitors bureaus interested in developing international convention business, and international association executives were brought to the United States to inspect this country's convention facilities.

Systematic calls on European-based international association executives—who make up 83 percent of all such executives worldwide—were made by USTS' International Congress Office (ICO) in Paris. These calls were intended to promote the United States as an attractive site for the association's congress, urge the generation of bids for a U.S. venue, and convince the respective executives of the value of bid acceptance.

Information gained was computerized and:

- incorporated in the ICO/Paris-based information bank for future solicitation;
- used by USTS personnel to encourage U.S. affiliate organizations to bid for and organize international congresses;
- disseminated to U.S. city convention and visitors bureaus to assist them in soliciting international congress business.

U.S. affiliates were offered expertise in the organization of congresses involving foreign participation—including information on translation facilities, receptive services and foreign language conference programs and brochures.

Thirty-nine international congresses were obtained for U.S. cities through USTS efforts. In the future these congresses will bring an estimated 47,000 international visitors to this country, resulting in earnings estimated at \$26 billion.

Twenty-nine international congresses "sold" through USTS efforts were held in American cities in FY 1980. International attendance at these meetings totaled 21,540 and foreign exchange earnings are estimated at more than \$11 million.<sup>1</sup>

One of the most significant of these meetings was the 29th annual convention of the German Travel Agents Association (Deutscher Reisebüro Verband) in Washington, D.C. Attendance numbered more than 1,000, including 360 allied members from 39 countries. Exhibits were mounted by 29 U.S. travel companies and 15 European firms. It was the first time the group had held its convention outside Europe. Sixty percent of the attendees had not been to the United States before and it was a first-time visit to Washington for 85 percent. Six hundred delegates had the opportunity to see more of the United

States on post-convention familiarization trips which USTS coordinated with 10 States and Puerto Rico. Nearly 400 others visited nearby Maryland and Virginia. German consumer and travel trade press representatives who covered the meeting lauded USTS for bringing participants together with the American travel industry and for enabling the majority of West German travel agents to discover "the value of holidays in America." An estimated 680,000 West Germans visited the United States in 1980.

## Encouraging Low-cost Tours and Visitor Services

The International Travel Act directs the Secretary of Commerce to: "...encourage the development of tourist facilities, low-cost unit tours, and other arrangements within the United States for meeting the requirements of foreign visitors."

The United States can compete more effectively with other travel destinations if it is tour-packaged and promoted. Packaged arrangements preclude travelers making their own travel arrangements and allow the prospective visitor to cost-compare the United States with competing destinations. Tour packages with escorts help overcome language barriers for non-English-speaking visitors.

Tour development and promotion involve substantial investment of risk capital in advance of sales. Thus, tour operators tend to be reluctant to introduce "new"

<sup>1</sup>These earnings figures do not include expenditures for transportation on U.S. carriers, nor do they reflect expenditures for accompanying staff or family members, or for pre- or post-congress tours in the United States.

destinations. Until recent years, most tour operators in the major travel-generating markets of Europe and Asia considered the United States to be a "new" destination. Consequently, few VISIT USA packages were available to foreign travel consumers.

## Trade Development

In addition to a program of trade education through seminars and familiarization tours, USTS provided seed money, technical assistance to aid in development of the tour package, and an opportunity for on-site product inspection and negotiation.

There are many tour programs available and emphasis has been shifted to providing information and service about the available offerings. However, this technical assistance was continued in FY 1980 on a limited basis in the four foreign markets in which packaged travel arrangements are a major factor in destination selection: Mexico, Japan, West Germany, and the United Kingdom.

During 1980, seed money totaling \$270,000 was made available to 43 foreign tour operators who were persuaded to put up their own risk capital to develop U.S. tour products. (In FY 1979, \$623,000 was made available to 67 foreign tour operators.) These funds were used by the operators to help defray expenses for items such as production and distribution of brochures, tour catalogs and sales promotion materials; trade or consumer advertising in support of tour offerings; direct mail promotion; and training programs for retail travel agents who would be selling the new U.S. arrangements.

Operators receiving this assistance expected to generate an increase in international tourism for the United States during the 1980 tour season amounting to approximately 440,000 additional visitors.

USTS/London helped to develop a major British tour operator's tour program to Miami/Miami Beach, Florida. Intasun, the operator, in cooperation with Air Florida and low-cost airline Laker Skytrain, developed a tour program featuring Miami/Miami Beach as a holiday destination for the British during the off-peak summer season. The first program, developed for 70,000 passengers, was a sell-out, and a second tour package offering attracted an additional 20,000 Britons to Florida.

Because of the success of this Florida promotion with Skytrain, a similar program was developed by Intasun for British travel to California and Hawaii for the winter season beginning October 15, 1980.

USTS/Frankfurt—in cooperation with Pan American World Airways, the Deutscher Sport Bund (DSB), this country's President's Council on Physical Fitness, and the Rhein-Ruhr Reisebuero—developed a tour program designed to reach 16.5 million West German sports club members. The project has the official sanction of the DSB and that organization's approval for use of the DSB logo on all promotional items for a 2-year period. It will consist of a series of package tours to selected U.S. destinations, all with substantial sports-related content. This government-to-government cooperation will achieve a more active exchange of sports-related travel between Ger-

many and the United States, and also serve to strengthen the relationship between the two nations.

In Toronto, Adventure Tours, a major tour operator, developed one-week packages to Myrtle Beach, South Carolina, a direct result of a USTS-coordinated travel agents' familiarization tour to that area.

Similarly, a major motorcoach operator in Montreal offered tours to Virginia as a result of participation in a familiarization tour entitled "The Williamsburg Marketplace."

Numerous skiing packages have been developed in Mexico, Canada, the United Kingdom and Japan as a result of USTS-coordinated or organized familiarization tours and special promotions.

The familiarization tour activity also plays an important role in the tour development program. After a tour package is developed, travel agents actively selling VISIT USA travel are provided a sample tour.

## Travel Trade Shows

The assembly and sale of packages was also facilitated during the year by bringing foreign tour operators, wholesalers, and the public together with U.S. travel suppliers at international travel trade shows. These shows included the Third Annual Expo Vacaciones (formerly Feria De Vacaciones) in Mexico City; the 14th International Tourismus Boerse (ITB, the International Tourism Exchange) in West Berlin; the Canadian National Exhibition; the Toronto Sportsmen's Show; the fifth

Semaine Mondiale du Tourisme Et Des Voyages in Paris; and the 12th United States Travel Service/Travel Industry Association of America-sponsored Discover America International Pow Wow in Los Angeles.

Travel trade participants at these shows numbered close to 34,000. Total attendance at the five shows was more than 600,000.

USTS was again the organizer of the Expo Vacaciones in Mexico City, arranging all participation, continuous film shows, guest appearances, exhibit space in the U.S. trade center, and buyer and seller contacts. Travel Service personnel played a brokerage role in the other events, managing floor space and coordinating U.S. exhibitors.

USTS was a co-sponsor with the Travel Industry Association of America (TIAA) of the Discover America International Pow Wow, participating in the selection of delegates and monitoring details of buyer participation.

Sales value of completed tour programs negotiated at the Pow Wow by attending buyers and sellers was estimated at more than \$500 million.

## Foreign Tour Operators List

In 1980, USTS prepared a listing of nearly 500 foreign tour operators in more than 20 nations from which the United States receives the bulk of its foreign visitors. The companies listed are those known to USTS as being actively engaged in promoting travel to the United States. The compilation is intended to provide a general guide

to international tourism business contacts to increase the potential for larger numbers of U.S.-bound travelers.

## Travel Missions

Travel missions from the United States to other countries help U.S. States, cities or other groups to establish working relationships with foreign travel wholesalers and retailers who are prospective buyers of U.S. travel services.

Every year, State and local organizations send such missions abroad to promote specific destinations. Technical assistance is provided to the organizers by USTS specialists in Washington, D.C., and the field during both the planning and operational phases of the mission.

Abroad, USTS personnel:

- assist mission advance teams;
- confirm all arrangements;
- make protocol arrangements with local governments;
- adapt, translate, and place publicity material and alert local media;
- identify and invite local tour operators and other travel trade participants who are known for their professionalism and high productivity;
- prepare and conduct market briefings for the mission members.

USTS offices abroad assisted 47 such travel missions during 1980 as detailed on the following page.

USTS published "A Guide to Planning and Conducting a Successful Travel Mission Abroad" containing instructions to be followed from beginning to completion of a travel mission. In addition, USTS/Frankfurt produced a detailed travel mission guide specifically for the West German market which is characterized by wide dispersal of trade and population centers.

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## TRAVEL MISSIONS ASSISTED BY USTS IN FISCAL 1980

### USTS/Paris

Arizona  
Palm Beach County, Florida  
Louisiana Tourism Committee  
Las Vegas, Nevada  
Travel South USA  
Massport/Boston  
New York, New Jersey Port  
Authority  
Florida  
Louisiana/Bureau of International  
Expositions  
New Orleans, Louisiana  
Kentucky

### USTS/Tokyo

San Jose, California  
Knott's Berry Farm, California  
Alaska  
Los Angeles Convention and Visitors  
Bureau  
Japan-Hawaii Economic Council  
El Paso Convention and Visitors  
Bureau  
Hawaii Visitors Bureau  
Anchorage Convention and Visitors  
Bureau  
Florida

### USTS/Toronto

Georgia  
Travel South USA (twice)  
New Orleans/Baton Rouge, Louisiana  
Maine  
San Antonio Convention and Visitors  
Bureau  
Florida  
Amtrak  
Ski New England

### USTS/Mexico City

Los Angeles Convention and Visitors  
Bureau  
National Conference of State  
Legislators  
Hilton Hotels Workshop  
Colorado Ski Country  
Southern California  
Houston Convention and Visitors  
Council  
USA/Mexico Tourism Education  
Training Meeting  
Philadelphia Convention and Visitors Bureau

### USTS/London

Texas  
Florida  
Virgin Islands  
Arizona  
Stowe Area Association, Vermont  
Missouri  
Travel South USA

### USTS/Frankfurt

Arizona  
Pinellas County, Florida  
State of Florida  
New York

# Cooperating With Local, State and Foreign Governments

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The International Travel Act of 1961, as amended, authorized the Secretary of Commerce to: "...consult and cooperate with individuals, businesses and organizations engaged in or concerned with international travel, including local, State, Federal and foreign governments, and international agencies;..."

## Technical Assistance to Regional, State and Local Agencies

Most State and local governments recognize the economic benefits of tourism and are eager to share in the promotion and growth of foreign travel to America.

USTS assists regional, State and city travel promotion organizations in developing effective marketing strategies and programs to attract foreign visitors to these destinations. Guidance is offered in the formation of travel missions abroad, designation of familiarization tours for foreign journalists and travel agents, the development of foreign language sales promotion materials, involvement in foreign trade and consumer travel shows, and the selection of appropriate promotional themes and advertising media in specific international travel markets.

In addition, USTS serves as the main communications channel between domestic tourism organizations and the foreign

travel markets, keeping these local interests informed about international tourism programs and market opportunities.

To reach the widest possible destination audience, USTS presents an annual State/City Conference for U.S. destination marketing representatives. The 1980 meeting in Los Angeles drew 115 domestic tourism officials who were given a comprehensive review of major international markets by USTS Regional Office directors and participated in workshops exploring successful travel promotion techniques used abroad.

As a follow-up to this event, USTS organized a workshop focusing on the planning and development of destination product inspection/familiarization tours as part of the 1980 Educational Seminar for State Tourism Officials, sponsored by the Travel Industry Association of America.

USTS participated in many other national/regional industry meetings attended by State/city travel officials, and in conferences sponsored by State Governors for their State's private sector tourism and recreation industry. These included tourism conferences, panels, workshops, and trade shows in Arizona, California, Colorado, Florida, Missouri, Montana, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Texas, and Washington.

As a result of a special program supporting U.S.-Mexican tourism, USTS/Washington was involved with border States in identifying bi-national border tourism issues and opportunities for increasing

tourism use of border areas of the two countries. USTS participated in a San Diego bi-national tourism conference and later briefed members of Arizona's Mexico Marketing Committee prior to their meeting in Sonora, Mexico.

Since travel missions organized by U.S. destinations can be a useful promotional device in foreign markets, USTS worked closely with local tourism officials in Missouri and Oklahoma, as well as with the management of the Ozark Regional Commission, to develop effective programs for such sales efforts in the United Kingdom and Mexican markets.

## The U. S. in the World Tourism Organization

The World Tourism Organization (WTO) is a multilateral, intergovernmental technical agency which promotes and facilitates international tourism. The United States ratified the statutes of the Organization in 1975 and is a member of its General Assembly, Executive Council, Committee on Budget and Finance, Facilitation Committee, Working Party on the Tourist Code of Conduct and Bill of Rights, and Regional Commission for the Americas. Representation is provided by the Departments of State (Bureau of International Organization Affairs) and Commerce (USTS).

The United States, at the 13th and 14th Sessions of the Execu-

tive Council, initiated or supported resolutions instructing the Secretary General to:

- negotiate agreements of consultation and cooperation with the United Nations Environment Program and the International Labor Organization;

- inform 13 Full Members which were four or more years in arrears, that they will be deprived of services and the right to vote unless they have settled their arrearages, or explained the circumstances surrounding their failure to pay by March 31, 1981;

- consult with all concerned parties and appoint a nation to represent the Middle East Commission on the WTO Facilitation Committee.

The Commission, headquartered in Cairo, has not met since the signing of the Camp David Accords in 1979. Consequently, it has been unable to designate its own representatives to the Facilitation Committee.

During sessions of the Council, the U.S. delegation also:

- introduced and obtained passage of a resolution recommending that the General Assembly amend the financing rules to prohibit members which are 1 or more years in arrears from serving on the Executive Council or from holding offices within the General Assembly;

- successfully worked for the inclusion of two studies considered important by U.S. affiliate (private sector) members in the General Program of Work, (1) a *Handbook on Sampling Methods Applicable to Tourism Statistics*; and (2) a *Report on Methods of Improving the Comparability of Tourism Statistics at the Regional and International Levels*.

The first intergovernmental conference on tourism to be held

since the United Nations Conference on International Travel and Tourism (Rome, 1963) was sponsored by WTO, September 27-October 10, 1980, in Manila.

At the Conference, the U.S. delegation introduced, obtained co-sponsors for, and won acceptance of resolutions:

- urging all nations to adopt and apply generally accepted standards and methodologies for the collection of international and domestic tourism statistics, and inviting WTO to step up its efforts to achieve international comparability of such statistics;

- expressing the sense of the Conference that "requirements and restrictions which impede the movement of tourists, such as travel allowance ceilings and travel taxes, deserve as much remedial attention from governments as requirements which impede the entry of tourists";

- urging the WTO to convene its Facilitation Committee no later than early 1981, and to direct the Committee to develop standards and recommended practices which, if adopted, would facilitate international tourism;

- urging nations to promote improved conditions of employment for workers engaged in tourism and to confirm and protect their right to establish professional trade unions and collective bargaining.

The resolutions were incorporated into the final Declaration of Manila by the Conference.

During the year USTS provided WTO with two instructors who lectured at the 11th Interdisciplinary Study Cycle of the Organization's International Center for Advanced Tourism Studies (CIEST) in Mexico City. The

Cycle, which lasted three weeks, was attended by 50 students from 26 countries.

## Tourism Relations With Mexico

The Tourism Group of the U.S.-Mexico Consultative Mechanism met in February 1980, in San Diego, to review progress toward implementation of the bilateral tourism agreement signed by the two countries in 1978.

The two nations conducted the following joint projects during the year:

- Travel writers from West Germany were brought to the United States and Mexico under the aegis of the Working Party on Joint Promotions to collect information for travel articles based on the theme, "Two Nation Vacation."
- A study of U.S. training resources and Mexican training requirements was conducted. Based on the findings, a seminar which brought together U.S. tourism educators, directors of Mexican training schools and executives of Mexican hotels, restaurants and travel agencies, was held in Mexico City under the sponsorship of the Working Party on Tourism Training. Individual consultations took place concerning the transfer of tourism technology.

Subsequently, the Mexican government entered into arrangements with a number of U.S. institutions to provide technical assistance to Mexican public and private educational and training organizations.

# Reducing Barriers To Travel

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The International Travel Act of 1961, as amended, authorized the Secretary of Commerce to: "...encourage the simplification, reduction or elimination of barriers to travel, and the facilitation of international travel generally."

## Facilitation

In international travel terminology, the term "facilitation" means the simplification of the movement of people and things across and through international borders.

To aid U.S. facilitation, USTS:

- makes recommendations concerning visitor visa waiver legislation;
- advises on the expansion of pre-inspection, which is the examination by U.S. Immigration and Customs at foreign departure airports of passengers destined for the United States;
- administers a corps of multilingual receptionists at U.S. international gateway airports;
- through its offices abroad, makes the foreign travel trade segments aware of new procedures or publications of other Government agencies dealing with the inspection of arriving visitors;
- advises and coordinates facilitation matters with city, State and U.S. Government agencies;

- urges the use of symbol signs in airports and other tourism facilities.

At a meeting of the Working Party on Border Tourism (of the Tourism Group of the U.S.-Mexico Consultative Mechanism), a representative of the National Park Service (NPS) mentioned the length of time necessary to obtain U.S. "temporary workers" visas requiring Department of Labor certification for Mexican nationals participating in educational or cultural exchanges in U.S. national parks.

In an effort to remove such an obstacle, USTS brought together NPS, the Visa Office and the International Communication Agency (ICA), which oversees educational and cultural exchanges.

The result: under the guidance of the Visa Office, NPS made an agreement with ICA by which applicants now are sponsored as "exchange visitors" anywhere in the Nation if they are performing artists not receiving a salary or other compensation and if the public pays no admission fee for their performances.

Under this agreement, issuance of exchange visitor visas is expedited and ICA, NPS, and the Visa Office are contributing to increased mutual understanding and improved relations between the people of the United States and other countries.

## Gateway Reception Services

A uniformed corps of USTS-sponsored multilingual receptionists was deployed at 14 U.S. airports in 1980 to welcome and provide interpreter service to arriving international tourists requiring assistance with U.S. Immigration and U.S. Customs entry formalities.

Interpreter services were available in 27 languages, ranging from Spanish, French, German, and Japanese, to Serbo-Croatian, Thai, Vietnamese, and several Chinese dialects.

Receptionists were college students working part-time under the College Work/Study Program of the Department of Education and USTS contract employees who provided year-round professional receptionist service.

Gateway airport receptionist corps were available in New York City (John F. Kennedy International), Seattle, San Juan, P.R., Philadelphia, Miami, Boston, Chicago, Los Angeles, San Francisco, Honolulu, Bangor, Me., Atlanta, Houston, and Dallas/Ft. Worth.

## Dollar- Denominated Travelers Checks

Foreign tourists continue to encounter difficulty in this country

in converting foreign currency into U.S. dollars or cashing foreign currency-denominated travelers checks. Except in U.S. border areas where the Mexican peso and the Canadian dollar are generally accepted by both banks and merchants, currency exchange facilities still are not widely available. Even in major U.S. cities, foreign currency or travelers checks can be converted in only a limited number of locations, which usually are not known to the visitor.

In 1979, USTS undertook a public education program abroad to inform prospective visitors of the advantages of purchasing U.S. dollar-denominated travelers checks before departing for the United States. In that year, 4.5 million flyers in nine languages were printed and distributed to the public through 257 U.S. consular posts abroad.

In 1980, an additional 2.7 million flyers were sent in response to visa offices' requests for additional supplies.

At USTS request, the Department of State permits U.S. sellers of dollar-denominated travelers checks to place promotional literature in U.S. embassy and consular office visa and commercial sections and in overseas libraries of the International Communication Agency.

This assists:

- travelers, by reducing their loss

of funds while in the United States;

- the host country government, by reducing the number of emergency welfare cases which its consulates in the United States handle;
- the U.S. Government, by reducing the number of complaints it receives from foreign visitors who have been unable to convert their currency or who have lost cash here.

## U.S.-Mexico Facilitation

The Assistant Secretary of Commerce for Tourism, as Chairman of the U.S. Section of the Tourism Group of the U.S.-Mexico Consultative Mechanism, continued to implement the facilitation article of the bilateral agreement on tourism signed by the two governments in 1978.

Among other things, the article commits the two countries to "endeavor to reduce, simplify or eliminate, as appropriate, barriers to entry of tourists into both countries," and to "consult on the opening of additional border crossing points."

After consultations in San Diego, the Group's Working Party on Facilitation recommended that the National Railroad Passenger Corporation (AMTRAK) and the National Railways of Mexico in-

stitute four measures to facilitate bilateral rail travel:

1. more sales through retail travel agents or wholesale tour operators through a 10 percent commissioning by the National Railways of Mexico;

2. improvement of trans-border connections, especially at Laredo, establishing closer connecting times between the Aztec Eagle and the Inter-American trains;

3. easier access to space inventories in Mexico by establishing a central reservation bureau in Mexico City, and working also through a "Mexico desk" in Amtrak's reservation bureaus;

4. interline ticketing for individuals (such ticketing for groups is currently allowed).

The Working Party also recommended that the two sides complete construction of border crossing stations at Otay Mesa, California, 8 miles east of San Ysidro, by February 1, 1983. The Mexican Government requested completion by the end of 1982.

The U.S. Section of the Working Party is composed of representatives of the General Services Administration (Public Buildings Service), U.S. Customs Service, Immigration and Naturalization Service, U.S. Travel Service, and AMTRAK.

# Collecting and Exchanging Tourism Statistics

Under the provisions of the International Travel Act of 1961, as amended, the Secretary of Commerce must: "...collect, publish and provide for the exchange of statistical and technical information... relating to international travel and tourism...."

## Market Research Why International Tourism Data Are Necessary

- *To Measure the Economic and Demographic Impact of International Tourism*

With the rapid expansion in the flow of foreign tourism to the United States, the need for comprehensive, reliable, and pertinent statistics escalates. Basic data on the economic impact of international travel into this country has become increasingly necessary.

- *To Meet the Demand for Marketing Intelligence*

Federal, regional, State, and city public and private sector tourism officials, recognizing the economic importance and viability of the booming foreign market, have subsequently increased their requirements for market identification and other analytical information—in other words, basic tourism data.

The Department of Commerce, through the U.S. Travel Service, is required to provide tourism data to various user groups. Information is often obtained from other sources such as the Immigration and Naturalization Service (INS). Essentially, USTS serves as a conduit for tourism statistics and is the major outlet for the nonimmigrant data col-

lected in INS. USTS maintains a mailing list for distribution of reports and publications containing these data. It includes more than 1,000 members of the public and private sectors concerned with international tourism. Additionally, USTS responded to more than 5,000 unsolicited phone and mail requests for these types of data during 1980. Clearly, a great demand for information exists and is growing.

## Users

The many users of this statistical information can be categorized as follows:

- international agencies—World Tourism Organization, Organization for Economic Cooperation and Development (OECD), United Nations (ECOSOC), Pacific Area Travel Association;
- other national tourist offices—Canadian Government Office of Tourism/Statistics Canada, Mexican Secretariat of Tourism;
- U.S. Government—U.S. Travel Service, Bureau of Economic Analysis (BEA), Civil Aeronautics Board (CAB), Department of Transportation (DOT), Immigration and Naturalization Service (INS), U.S. Customs Service;
- regional, State, and city governments—economic development agencies, regional/State tourism bodies, city convention and visitors bureaus;
- U.S. travel industry—airlines, hotel and restaurant associations, travel agencies, tour operators, buslines, attractions;
- other—educational institutions, libraries, consultants, research firms.

## What Measures Are Necessary?

Comparisons between U.S. international tourism arrivals and receipts and worldwide arrivals and receipts determine whether the U.S. share of the world market is stable, growing, or shrinking.

Yet, if the United States is to be able to determine accurately its market share, there must be a common data base. The tourism data of all countries must be comparable and conform to minimum requirements. Unfortunately, international tourism data are not always comparable, and not all countries adhere to standard definitions in collecting and reporting these tourism data. The United States does not yet do so.

The U.S. Travel Service initiated or participated during 1980 in a number of consultations, internationally and with other Federal agencies, to begin bringing U.S. tourism statistics into conformance with international standards.

## Intra- Departmental Progress

Within the Department of Commerce, USTS cooperated with the Bureau of Economic Analysis, which is responsible for generating international travel expenditure data for U.S. balance of payments accounting purposes, to improve the comprehensiveness of international tourism receipt/expenditure statistics produced by the Department.

As a result, USTS considered possible use of its port receptionist personnel to assist BEA in

improving its quarterly distribution of survey forms to foreign visitors. BEA considered a listing of data needs of USTS, other international tourism bodies, and members of the travel industry. Action resulting from these evaluations is expected to strengthen Department statistics.

## National Research Council Conference on Immigration Statistics

A USTS position paper, International Tourism Statistics, was presented before a conference convened September 18-19, 1980, by the Committee on National Statistics, National Science Council. This meeting reviewed existing and needed data systems concerning immigration, emigration, and international tourism. The conference was part of the Committee's plans for a 2-year study of these systems, which would provide a comprehensive analysis of existing data sets, assess user groups' data needs, determine major system shortcomings and data inadequacies, and recommend methods to address the problems identified.

## International Progress

In mid-1980, USTS, with assistance from the Statistics Branch of the Immigration and Naturalization Service, submitted an OECD questionnaire inventorying U.S. systems for collecting and reporting international tourism statistics. Two separate returns were prepared: one covering the basic visitor arrival data

generated from the non-immigrant arrival form, I-94, and another covering the U.S. international air travel statistics generated from the Aircraft/Vessel Report, Form I-92.

## U.S.-Mexico Technical Committee on Tourism Statistics

In accordance with agreements reached at the third meeting of the Tourism Working Group (part of the U.S.-Mexico Consultative Mechanism) in San Diego in February 1980, a series of research and statistical materials was provided by the Research Office of USTS to the research/statistical arm of the Mexican Secretariat of Tourism. At the San Diego meeting this single channel of data exchange was established between the United States and Mexico whereby each research body would gather travel data from other agencies within its government and forward the information directly to its respective governmental counterpart.

## Tourism Group of U.S.—U.S.S.R. Trade/Economic Council

During October 1979, at the invitation of the First Deputy Chief of the Soviet State Foreign Tourism Administration, the Acting Assistant Secretary for Tourism headed a U.S. Statistical Working Committee in Moscow to discuss with Soviet officials international tourism statistical definitions and guidelines and methods of collecting tourism data. The U.S. delegation includ-

ed research/statistical experts from USTS, U.S. Customs Service, and INS.

The parties agreed:

- it was reasonable to recommend to the WTO the substitution of the definitional concepts of "temporary visitors staying more than 24 hours in a country" and "temporary visitors staying less than 24 hours in a country" for the temporal concepts of "tourists" and "excursionists" introduced at the UN Rome Conference in 1963.
- they would exchange statistical data as the information becomes available. Both groups agreed to recommend the use of these data when publishing statistics on travel between the two countries. The parties also agreed to study the question of using "country of last permanent residence" in gathering and publishing travel statistics.
- they should hold regular bilateral consultations of this type in the future, with the purpose of developing joint positions on statistical matters within the framework of the WTO.

## Other Activities

Arrival and receipt data were supplied to the World Tourism Organization for inclusion in the annual publication, *World Travel Statistics*, and the Organization for Economic Cooperation and Development for the annual report, *Tourism Policy and International Tourism in OECD Member Countries*.

Forecasts of visitor arrivals and receipts expected in both 1980 and 1981 were prepared and presented before the annual Travel Outlook Forum, jointly sponsored

by the U.S. Travel Data Center and the Travel Research Association.

## Market Research Reports

USTS issued six major market research reports in FY 1980:

- *The Economic Impact of Foreign Visitor Spending in the United States.* This USTS study provides, for the first time, quantitative economic measurements of the distribution of foreign tourist spending among U.S. regions and by commodity classification, as well as estimates of the direct and indirect impact of foreign visitor spending on elements of the U.S. economy (i.e., employment, payroll, tax revenues).
- *1979 Vacation Travel by Canadians in the United States.* This is the eighth consecutive annual survey jointly sponsored by USTS and the Canadian Government Office of Tourism. The study provides an analysis of the characteristics and patterns of Canadian vacation travel to the United States in 1979. The report's findings include an analysis of the 1979 U.S. fuel shortage impact on the Canadian auto travel market to this country.
- *Mexican Border-Crossing Survey: Principal Findings.* This report provides new information regarding the demographics, destinations, motivations, activities, and trip characteristics of Mexicans crossing into the U.S. border zone. This study is part of a two-phased survey of the Mexican international travel market to the United States. A second study analyzes Mexican travel to the U.S. interior.
- *Travel Market Survey—France.* This summary report provides major findings of a USTS travel market survey of French international travel, concentrating on the potential market to the United States. The study details findings resulting from a survey of more than 2,000 French respondents concerning travel patterns, plans and interests. The study indicates a large and strong market for U.S. tourism based on favorable images of the United States as a vacation destination and positive plans for visiting the United States in the near future.
- *Summary Report—The British Travel Market to the United States.* This report highlights results of a USTS survey of the British travel market to the United States. The findings stem from a three-phased study of the U.S. market, employing a series of inflight questionnaires, focus group interviews in the United Kingdom, and direct personal inflight interviewing on trips to and from the United States. The analysis includes marketing implications of the findings concerning this changing marketplace.
- *Foreign Tourist Arrivals by Selected States and Ports.* This USTS statistical report provides data on international tourist arrivals at some 67 individual U.S. ports of entry (cities), as well as aggregated information for 16 States. The arrivals data is segmented in each separate city/State data table according to country of residence, mode of transportation (air, land, sea), and type of visa (business or pleasure). Reports for calendar year 1978 and the first half of 1979 were issued by USTS in FY 1980.

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U.S. Travel and  
Tourism Administration  
American Embassy  
Reforma 305  
Col. Cuauhtemoc  
Delegacion Cuauhtemoc  
06500 Mexico, D.F.  
Mexico

**United Kingdom**

U.S. Travel and  
Tourism Administration  
22 Sackville Street  
London W1X 2EA  
United Kingdom

\*(Was United States Travel Service  
Prior to October 16, 1981)

**Japan**

U.S. Travel and  
Tourism Administration  
Kokusai Building  
3-1-1, Marunouchi  
Chiyoda-ku  
Tokyo 100  
Japan

**France**

U.S. Travel and  
Tourism Administration  
23 Place Vendome  
75001 Paris  
France

U.S. Travel and  
Tourism Administration/  
International Congress Office  
Room 225-A Building  
American Embassy  
2 Avenue Gabriel  
75382 Paris Cedex 08  
France

**The Travel Advisory Board**

Comprised of 15 travel industry executives, advised the Secretary of Commerce on tourism policies and programs; assisted in relations with industry and government officials and the public; and undertook specific projects as required.

**TRAVEL ADVISORY BOARD  
FOR FISCAL YEAR 1980**

**Accommodations**

Richard Ashman\*  
Hotel Group of Holiday Inns, Inc.

**Media Communications**

Martin B. Deutsch  
Travel Magazines Division  
Official Airline Guides, Inc.  
Dun & Bradstreet Corporation

**Air Carriers**

Edward J. Driscoll  
National Air Carrier Assn., Inc.  
Norman J. Philion  
Air Transport Assn. of America

**City**

Charles Gillett  
New York City  
Convention & Visitors Bureau

**State**

David Santillanes\*\*  
New Mexico Dept. of Commerce  
and Industry  
State of New Mexico

**International Financial  
Institution**

James A. Henderson  
American Express Company

**Educational Institution**

Cyril C. Herrman  
Arthur D. Little, Co.

**Regional Tourist Council**

James E. Barnett  
Coastal Plains Regional Commission

**Consumer Representative**

Sandra Willett  
National Consumers League

**Labor Organization**

Robert E. Juliano  
Hotel, Restaurant Employees  
and Bartenders Int'l. Union

**Travel Agencies**

James Miller  
American Society of Travel Agents

**Travel Trade Organizations**

Carolyn Bennett Patterson  
Society of American Travel Writers

Robert J. Sullivan  
International Association of  
Convention & Visitors Bureaus

**Attractions**

Sherman S. Winn\*\*\*  
Sunny Isles Resort Association

**Tour Operators**

Peter V. Ueberroth\*\*\*\*  
First Travel Corporation

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\*Appointed 4/7/80

\*\*Appointed 7/21/80

\*\*\*Appointed 11/3/80

\*\*\*\*Resigned 12/26/79

# APPENDIX

CHART D

## U.S. INTERNATIONAL TOURISM RECEIPTS AND EXPENDITURES, 1960-1980

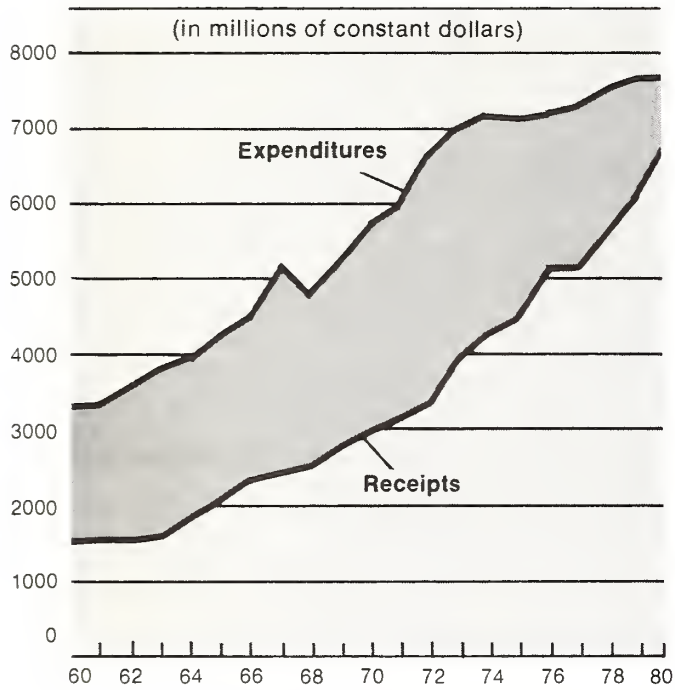
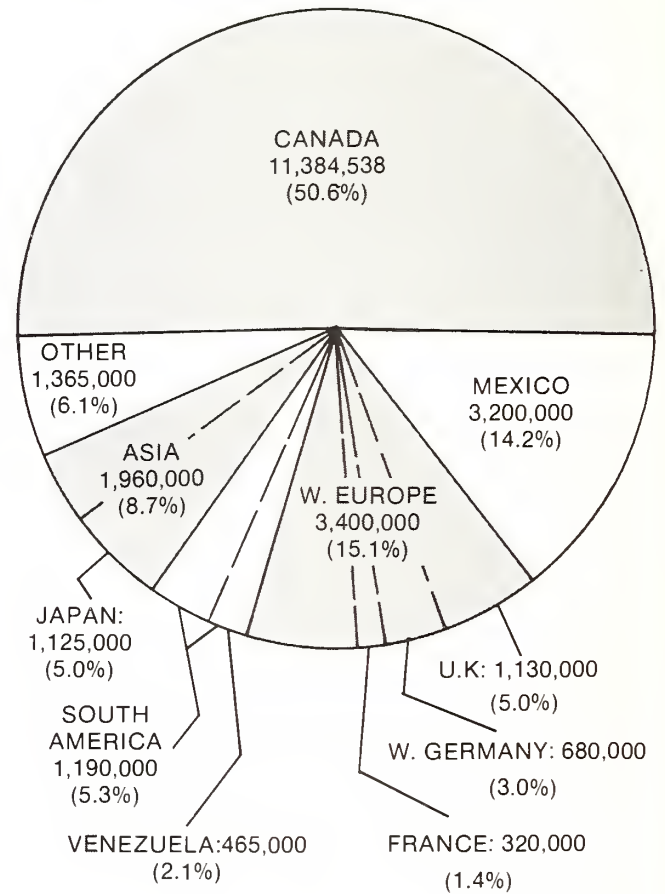


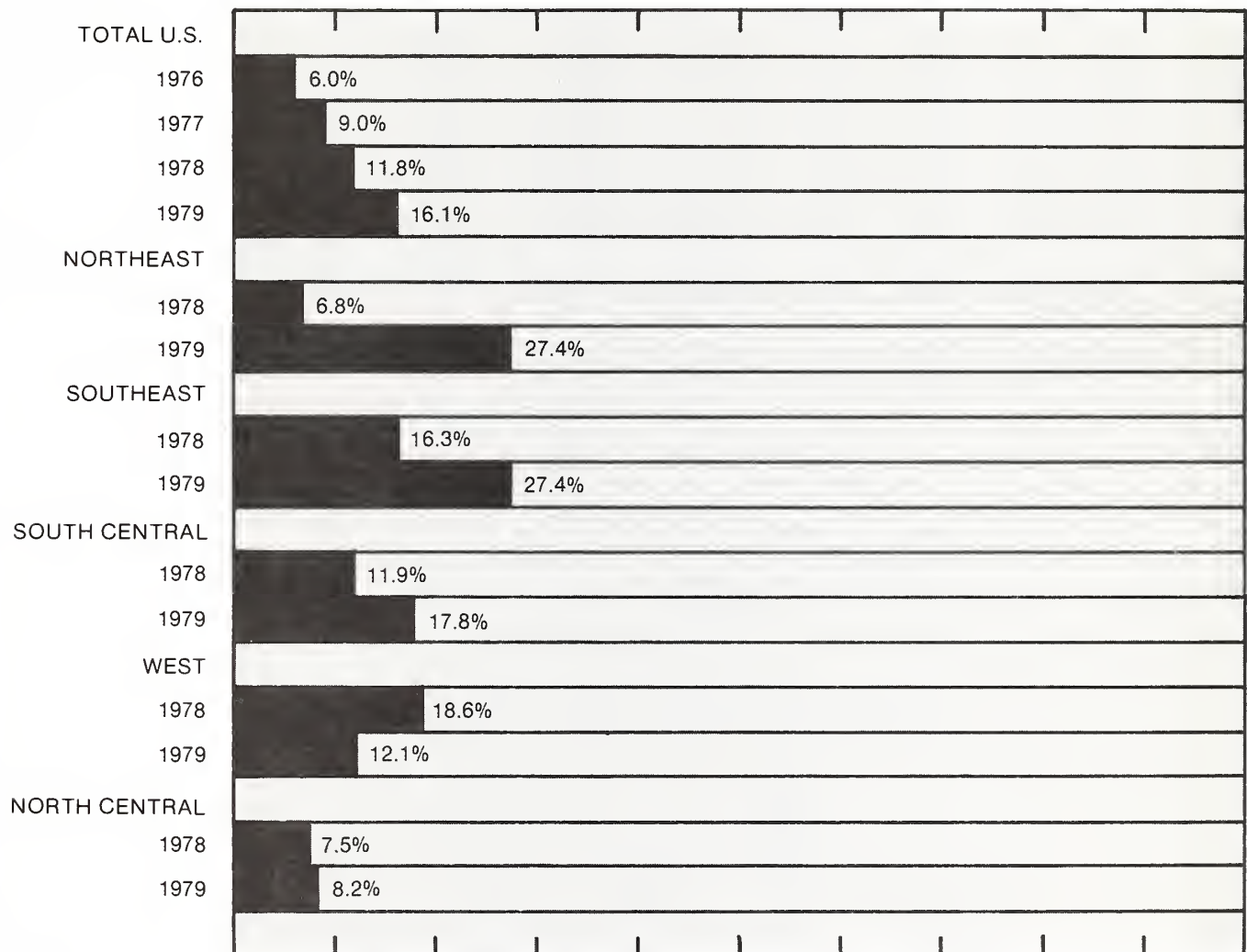
CHART E

## MAJOR REGIONAL/COUNTRY SHARES OF TOTAL U.S. INTERNATIONAL TOURIST ARRIVALS 1980



Total Int'l. Visitor Arrivals in 1980: 22,499,538  
(This represents an increase of 11% over 1979)

**CHART F**  
**FOREIGN SHARE OF U.S. LODGING INDUSTRY GUESTS**  
**1976-1979**  
**AND BY REGION 1978-1979**  
 (percent)



SOURCE: U.S. Department of Commerce, based on data compiled by Laventhol & Horwath, Certified Public Accountants

Table I

## U.S. INTERNATIONAL TOURISM RECEIPTS, 1960-80

(millions of dollars)

| Year                       | Current Dollars | % Chg. | Constant Dollars <sup>1</sup> | % Chg. | Implicit Price Deflator |
|----------------------------|-----------------|--------|-------------------------------|--------|-------------------------|
| 1960                       | \$ 1025         | ....   | \$ 1507                       | ....   | 68.0                    |
| 1961                       | 1057            | 3.1    | 1529                          | 1.4    | 69.1                    |
| 1962                       | 1070            | 1.2    | 1519                          | -0.6   | 70.4                    |
| 1963                       | 1133            | 5.9    | 1580                          | 4.0    | 71.7                    |
| 1964                       | 1357            | 19.8   | 1864                          | 17.9   | 72.8                    |
| 1965                       | 1545            | 13.9   | 2079                          | 11.5   | 74.3                    |
| 1966                       | 1785            | 15.5   | 2333                          | 12.2   | 76.5                    |
| 1967                       | 1881            | 5.4    | 2387                          | 2.3    | 78.8                    |
| 1968                       | 2035            | 8.2    | 2481                          | 3.9    | 82.0                    |
| 1969                       | 2361            | 16.0   | 2742                          | 10.5   | 86.1                    |
| 1970                       | 2708            | 14.7   | 2992                          | 9.1    | 90.5                    |
| 1971                       | 2959            | 9.3    | 3088                          | 3.2    | 95.9                    |
| 1972                       | 3311            | 11.9   | 3311                          | 7.2    | 100.0                   |
| 1973                       | 4130            | 24.7   | 3944                          | 19.1   | 104.7                   |
| 1974                       | 4845            | 17.3   | 4264                          | 8.1    | 113.6                   |
| 1975                       | 5464            | 12.8   | 4430                          | 3.8    | 123.2                   |
| 1976                       | 6679            | 22.2   | 5075                          | 14.5   | 131.6                   |
| 1977                       | 7175            | 7.4    | 5088                          | 0.2    | 141.0                   |
| 1978                       | 8424            | 17.4   | 5583                          | 9.7    | 150.9                   |
| 1979                       | 10012           | 18.9   | 6127                          | 9.7    | 163.4                   |
| 1980                       | 12143           | 21.3   | 6727                          | 9.8    | 180.5(p)                |
| Aggregate Change (1960-80) |                 |        |                               |        |                         |
|                            |                 | 1084.7 |                               |        | 346.4                   |

SOURCE: Department of Commerce (United States Travel Service and Bureau of Economic Analysis).

<sup>1</sup>Constant (1972) dollars. Figures are based on implicit price deflators for personal consumption expenditures (services).

(p) Preliminary

Table II

## U.S. INTERNATIONAL TRAVEL DEFICIT (1960-1980)

(millions of dollars)

| year | current dollars | % chg. | constant dollars <sup>1</sup> | % chg. |
|------|-----------------|--------|-------------------------------|--------|
| 1960 | \$1230          | ...    | \$1809                        | ...    |
| 1961 | 1235            | 0.4    | 1787                          | -1.2   |
| 1962 | 1444            | 16.9   | 2052                          | 14.8   |
| 1963 | 1596            | 10.5   | 2226                          | 8.4    |
| 1964 | 1499            | -6.0   | 2059                          | -7.5   |
| 1965 | 1613            | 7.6    | 2171                          | 5.4    |
| 1966 | 1627            | 0.8    | 2127                          | -2.0   |
| 1967 | 2156            | 32.5   | 2736                          | 28.6   |
| 1968 | 1880            | -12.8  | 2293                          | -16.1  |
| 1969 | 2126            | 13.0   | 2469                          | 7.6    |
| 1970 | 2487            | 16.9   | 2748                          | 11.3   |
| 1971 | 2704            | 8.7    | 2823                          | 2.7    |
| 1972 | 3327            | 23.0   | 3327                          | 17.8   |
| 1973 | 3186            | -4.2   | 3043                          | -8.5   |
| 1974 | 3230            | 1.3    | 2844                          | -6.5   |
| 1975 | 3216            | -0.4   | 2615                          | -8.0   |
| 1976 | 2745            | -14.6  | 2086                          | -20.2  |
| 1977 | 3024            | 10.1   | 2145                          | 2.8    |
| 1978 | 2947            | -2.5   | 1953                          | -9.0   |
| 1979 | 2585            | -12.3  | 1582                          | -19.0  |
| 1980 | 1861            | -28.0  | 1031                          | -34.8  |

SOURCE: Department of Commerce (United States Travel Service and Bureau of Economic Analysis).

<sup>1</sup>Constant (1972) dollars. Figures are based on implicit price deflators for personal consumption expenditures (services).

Table III

## AREA SHARES OF U.S. INTERNATIONAL TOURISM RECEIPTS

(billions)

| Area           | 1980 Tourism Payments to U.S. | % chg. | 1980 Share of U.S. Tourism Receipts | 1979 share |
|----------------|-------------------------------|--------|-------------------------------------|------------|
| North America  | \$ 5.0                        | +26    | 49.4%                               | 47.5%      |
| Canada         | (2.4)                         | +16    | (24.1)                              | (25.1)     |
| Mexico         | (2.6)                         | +37    | (25.2)                              | (22.4)     |
| Overseas       | \$ 5.1                        | +17    | 50.6                                | 52.5       |
| Subtotal       | \$10.1                        | +21    | 100.0                               | 100.0      |
| Transportation | \$ 2.1                        | +22    | —                                   | —          |
| Total          | \$12.1                        | +21    |                                     |            |

SOURCE: U.S. Department of Commerce (United States Travel Service and Bureau of Economic Analysis).

Table IV

**U.S. SHARE OF WORLD AND AMERICAS REGION  
INTERNATIONAL TOURISM RECEIPTS, 1960-1980**

(billions)

| year | world<br>int'l<br>tourism<br>receipts | U.S.<br>share | Americas<br>region<br>tourism<br>receipts | U.S.<br>share | U.S. <sup>1</sup><br>tourism<br>receipts |
|------|---------------------------------------|---------------|-------------------------------------------|---------------|------------------------------------------|
| 1960 | \$ 6.8                                | 13.2%         | \$ 2.4                                    | 37.5%         | \$ .9                                    |
| 1961 | 7.3                                   | 12.3%         | 2.5                                       | 36.0%         | .9                                       |
| 1962 | 7.8                                   | 11.5%         | 2.6                                       | 34.6%         | .9                                       |
| 1963 | 8.3                                   | 12.0%         | 2.6                                       | 38.4%         | 1.0                                      |
| 1964 | 9.6                                   | 12.5%         | 2.9                                       | 41.3%         | 1.2                                      |
| 1965 | 11.0                                  | 12.7%         | 3.3                                       | 42.4%         | 1.4                                      |
| 1966 | 12.5                                  | 12.8%         | 3.4                                       | 47.0%         | 1.6                                      |
| 1967 | 13.4                                  | 11.9%         | 4.0                                       | 40.0%         | 1.6                                      |
| 1968 | 13.8                                  | 13.0%         | 4.0                                       | 45.0%         | 1.8                                      |
| 1969 | 15.4                                  | 12.9%         | 4.5                                       | 44.4%         | 2.0                                      |
| 1970 | 17.9                                  | 12.8%         | 4.8                                       | 47.8%         | 2.3                                      |
| 1971 | 20.9                                  | 11.9%         | 5.2                                       | 48.0%         | 2.5                                      |
| 1972 | 24.8                                  | 11.2%         | 6.1                                       | 45.9%         | 2.8                                      |
| 1973 | 31.3                                  | 10.8%         | 7.4                                       | 45.9%         | 3.4                                      |
| 1974 | 34.1                                  | 11.7%         | 8.7                                       | 45.9%         | 4.0                                      |
| 1975 | 38.6                                  | 11.9%         | 9.7                                       | 47.4%         | 4.7                                      |
| 1976 | 43.7                                  | 13.0%         | 11.0                                      | 51.8%         | 5.7                                      |
| 1977 | 52.4                                  | 11.6%         | 11.5                                      | 53.5%         | 6.2                                      |
| 1978 | 65.0                                  | 11.0%         | 13.5                                      | 53.2%         | 7.2                                      |
| 1979 | 79.0                                  | 10.6%         | 16.0                                      | 52.1%         | 8.3                                      |
| 1980 | 92.0                                  | 11.0%         | 18.5                                      | 54.5%         | 10.1                                     |

SOURCE: World Tourism Organization and U.S. Department of Commerce (United States Travel Service and Bureau of Economic Analysis).

<sup>1</sup>Current Dollars. Foreign visitor's personal consumption expenditures in the U.S. excludes foreign visitors' fare payments to U.S. carriers for transportation to/from the U.S.

Table V

**U.S. TRANSPORTATION RECEIPTS AND PAYMENTS<sup>1</sup>  
1960-1980**

(millions)

| year             | U.S.<br>transportation<br>receipts from<br>foreign<br>visitors | % change | U.S.<br>transportation<br>payments | % change |
|------------------|----------------------------------------------------------------|----------|------------------------------------|----------|
| 1960             | \$ 106                                                         | —        | \$ 505                             | —        |
| 1961             | 110                                                            | 3.8      | 507                                | 0.4      |
| 1962             | 113                                                            | 2.7      | 575                                | 13.4     |
| 1963             | 118                                                            | 4.4      | 615                                | 7.0      |
| 1964             | 150                                                            | 27.1     | 645                                | 4.9      |
| 1965             | 165                                                            | 10.0     | 720                                | 11.6     |
| 1966             | 195                                                            | 18.2     | 755                                | 4.9      |
| 1967             | 235                                                            | 20.5     | 830                                | 9.9      |
| 1968             | 260                                                            | 10.6     | 885                                | 6.6      |
| 1969             | 303                                                            | 16.5     | 1080                               | 22.0     |
| 1970             | 377                                                            | 24.2     | 1215                               | 12.5     |
| 1971             | 425                                                            | 12.7     | 1290                               | 6.2      |
| 1972             | 494                                                            | 16.2     | 1596                               | 23.7     |
| 1973             | 718                                                            | 45.3     | 1790                               | 12.2     |
| 1974             | 813                                                            | 13.2     | 2095                               | 17.0     |
| 1975             | 767                                                            | -5.7     | 2263                               | 8.0      |
| 1976             | 937                                                            | 22.2     | 2568                               | 13.5     |
| 1977             | 1025                                                           | 9.4      | 2748                               | 7.0      |
| 1978             | 1238r                                                          | 20.7     | 2896r                              | 5.3      |
| 1979             | 1677r                                                          | 35.4     | 3184r                              | 9.9      |
| 1980             | 2053                                                           | 22.4     | 3607                               | 13.3     |
| aggregate change |                                                                | 1837%    | 614%                               |          |

SOURCE: U.S. Department of Commerce (United States Travel Service and Bureau of Economic Analysis)

<sup>1</sup>Current dollars

r-revised

Table VI

## INTERNATIONAL TOURIST ARRIVALS AND U.S. CITIZEN DEPARTURES, 1980

|                            | (millions)                              |           |                                                   |           |         |           |
|----------------------------|-----------------------------------------|-----------|---------------------------------------------------|-----------|---------|-----------|
|                            | U.S. Citizen<br>Departures <sup>1</sup> | %<br>chg. | International<br>Tourist<br>Arrivals <sup>2</sup> | %<br>chg. | Balance | %<br>chg. |
| Canada                     | 11.2                                    | -1        | 11.4                                              | +6        | +213    | *         |
| Mexico                     | 3.1                                     | -10       | 3.2 <sup>3</sup>                                  | +25       | +113    | *         |
| Overseas<br>coun-<br>tries | 8.1                                     | -1        | 7.9                                               | +13       | -192    | -84       |
| Total                      | 22.4                                    | -2        | 22.5                                              | +11       | +135    | *         |

SOURCE: U.S. Department of Commerce (United States Travel Service); and Statistics Canada.

<sup>1</sup>By first country or region of first debarkation.

<sup>2</sup>By country or region of residence; numbers of arrivals spending at least 24 hours in the U.S.

<sup>3</sup>Arrivals remaining in the U.S. 72 hours or more.

\*Balance switched from deficit in previous year to surplus in current period.

Table VII

U.S. INTERNATIONAL TOURIST ARRIVALS  
1980 ESTIMATES

| Country<br>of Origin | Total<br>Tourist<br>Arrivals<br>(millions) | % Chg. | Share of<br>Total Arrivals | Share of<br>Total Overseas<br>Arrivals |
|----------------------|--------------------------------------------|--------|----------------------------|----------------------------------------|
| CANADA               | 11.4                                       | +6     | 50.6%                      | —                                      |
| MEXICO               | 3.2 <sup>1</sup>                           | +25    | 14.2%                      | —                                      |
| OVERSEAS             | 7.9                                        | +13    | 35.2%                      | 100.0%                                 |
| Europe               | 3.4                                        | +12    | 15.1%                      | 43.0%                                  |
| U.K.                 | 1.1                                        | +22    | 5.0%                       | 14.3%                                  |
| W. Germany           | .7                                         | +12    | 3.0%                       | 8.6%                                   |
| France               | .3                                         | +6     | 1.4%                       | 4.0%                                   |
| South America        | 1.2                                        | +25    | 5.3%                       | 15.0%                                  |
| Venezuela            | .5                                         | +26    | 2.1%                       | 5.9%                                   |
| Asia                 | 2.0                                        | +12    | 8.7%                       | 24.8%                                  |
| Japan                | 1.1                                        | +3     | 5.0%                       | 14.2%                                  |
| OTHER                |                                            |        |                            |                                        |
| OVERSEAS             | 1.4                                        | +6     | 6.1%                       | 17.2%                                  |
| TOTAL                | 22.5                                       | +11    | 100.0%                     | —                                      |

SOURCE: U.S. Department of Commerce (United States Travel Service) and Statistics Canada.

<sup>1</sup>Arrivals of Mexican tourists spending 72 hours or more in the U.S.

Table VIII

U.S. INTERNATIONAL TOURISM EXPENDITURES  
1960-1980

|      | (millions of dollars) |        |                                  |        |                               |
|------|-----------------------|--------|----------------------------------|--------|-------------------------------|
| year | current<br>dollars    | % chg. | constant<br>dollars <sup>1</sup> | % chg. | implicit<br>price<br>deflator |
| 1960 | \$ 2255               | ...    | \$3316                           | ...    | 68.0                          |
| 1961 | 2292                  | 1.6    | 3316                             | 0.0    | 69.1                          |
| 1962 | 2514                  | 9.7    | 3571                             | 7.6    | 70.4                          |
| 1963 | 2729                  | 8.6    | 3806                             | 6.5    | 71.7                          |
| 1964 | 2856                  | 4.7    | 3923                             | 3.0    | 72.8                          |
| 1965 | 3158                  | 10.6   | 4250                             | 8.3    | 74.3                          |
| 1966 | 3412                  | 8.0    | 4460                             | 4.9    | 76.5                          |
| 1967 | 4037                  | 18.3   | 5123                             | 14.8   | 78.8                          |
| 1968 | 3915                  | -3.0   | 4774                             | -6.8   | 82.0                          |
| 1969 | 4487                  | 14.6   | 5211                             | 9.1    | 86.1                          |
| 1970 | 5195                  | 15.8   | 5740                             | 10.1   | 90.5                          |
| 1971 | 5663                  | 9.0    | 5911                             | 2.9    | 95.9                          |
| 1972 | 6638                  | 17.2   | 6638                             | 12.2   | 100.1                         |
| 1973 | 7316                  | 10.2   | 6987                             | 5.2    | 104.7                         |
| 1974 | 8075                  | 10.4   | 7108                             | 1.7    | 113.6                         |
| 1975 | 8680                  | 7.5    | 7045                             | -0.8   | 123.2                         |
| 1976 | 9424                  | 8.6    | 7161                             | 1.6    | 131.6                         |
| 1977 | 10199                 | 8.2    | 7233                             | 1.0    | 141.0                         |
| 1978 | 11371                 | 11.7   | 7552                             | 4.4    | 150.8                         |
| 1979 | 12597                 | 10.8   | 7709                             | 2.1    | 163.4                         |
| 1980 | 14004                 | 11.2   | 7758                             | 0.6    | 180.5(p)                      |

Aggregate Change  
(1960-80)

521.0

134.0

SOURCE: Department of Commerce (United States Travel Service and Bureau of Economic Analysis).

<sup>1</sup>Constant (1972) Dollars. Figures are based on implicit price deflators for personal consumption expenditures (services).

(p) Preliminary

**Table IX**  
**COMPOSITION OF THE U.S. TRAVEL DEFICIT**  
**1960-1980**

(millions of dollars)

| Year | Total U.S. Travel Deficit | Personal Consumption Expenditure Deficit <sup>1</sup> | Percent of Total Deficit | Transportation Deficit <sup>2</sup> | Percent of Total Deficit |
|------|---------------------------|-------------------------------------------------------|--------------------------|-------------------------------------|--------------------------|
| 1960 | \$-1230                   | \$ -831                                               | 67.6                     | \$ -399                             | 32.4                     |
| 1961 | -1235                     | -838                                                  | 67.9                     | -397                                | 32.1                     |
| 1962 | -1444                     | -982                                                  | 68.0                     | -462                                | 32.0                     |
| 1963 | -1596                     | -1099                                                 | 68.9                     | -497                                | 31.1                     |
| 1964 | -1499                     | -1004                                                 | 67.0                     | -495                                | 33.0                     |
| 1965 | -1613                     | -1058                                                 | 65.6                     | -555                                | 34.4                     |
| 1966 | -1627                     | -1067                                                 | 65.6                     | -560                                | 34.4                     |
| 1967 | -2156                     | -1561                                                 | 72.4                     | -595                                | 27.6                     |
| 1968 | -1880                     | -1255                                                 | 66.8                     | -625                                | 33.2                     |
| 1969 | -2126                     | -1349                                                 | 63.5                     | -777                                | 36.5                     |
| 1970 | -2487                     | -1649                                                 | 66.3                     | -838                                | 33.7                     |
| 1971 | -2704                     | -1839                                                 | 68.0                     | -865                                | 32.0                     |
| 1972 | -3327                     | -2225                                                 | 66.9                     | -1102                               | 33.1                     |
| 1973 | -3186                     | -2114                                                 | 66.4                     | -1072                               | 33.6                     |
| 1974 | -3230                     | -1948                                                 | 60.3                     | -1282                               | 39.7                     |
| 1975 | -3216                     | -1720                                                 | 53.5                     | -1496                               | 46.5                     |
| 1976 | -2745                     | -1114                                                 | 40.6                     | -1631                               | 59.4                     |
| 1977 | -3024                     | -1301                                                 | 43.0                     | -1723                               | 57.0                     |
| 1978 | -2947                     | -1289                                                 | 43.4                     | -1658                               | 56.3                     |
| 1979 | -2585                     | -1078                                                 | 41.7                     | -1507                               | 58.3                     |
| 1980 | -1861                     | -307                                                  | 16.5                     | -1554                               | 83.5                     |

SOURCE: U.S. Department of Commerce (United States Travel Service and Bureau of Economic Analysis).

Figures in current dollars.

<sup>1</sup>Difference between foreign visitors' personal consumption expenditures in the U.S. and U.S. citizens' personal consumption expenditures abroad.

<sup>2</sup>Difference between foreign visitors' fare payments to U.S. carriers and U.S. citizens' fare payments to foreign carriers for transportation to/from the United States.

**Table X**  
**COMPARATIVE RANKING OF TOURISM AND**  
**10 SCHEDULE E COMMODITY GROUPINGS<sup>1</sup>**  
**BY MARKET, AND OF MARKETS AS SOURCES OF U.S.**  
**TOURISM REVENUE, 1970-1979**

| Market                      | 1979 Rank of Market As a Source of U.S. Tourism Receipts | 1979 Rank of Tourism Relative to U.S. Commodity Exports to the Market | 1970 Rank |
|-----------------------------|----------------------------------------------------------|-----------------------------------------------------------------------|-----------|
| Canada                      | 1                                                        | 3                                                                     | 3         |
| Mexico                      | 2                                                        | 2                                                                     | 2         |
| Japan                       | 3                                                        | 8                                                                     | 7         |
| Federal Republic of Germany | 4                                                        | 7                                                                     | 9         |
| United Kingdom              | 5                                                        | 8                                                                     | 8         |
| Venezuela                   | 6                                                        | 5                                                                     | 7         |
| France                      | 7                                                        | 8                                                                     | 8         |
| Australia                   | 8                                                        | 5                                                                     | 6         |
| Switzerland                 | 9                                                        | 7                                                                     | 8         |
| Netherlands                 | 10                                                       | 9                                                                     | 10        |
| Italy                       | 11                                                       | 8                                                                     | 8         |
| New Zealand                 | 12                                                       | 3                                                                     | 4         |
| Brazil                      | 13                                                       | 8                                                                     | 8         |
| Sweden                      | 14                                                       | 7                                                                     | 10        |
| Belgium                     | 15                                                       | 10                                                                    | 10        |

SOURCE: U.S. Department of Commerce (United States Travel Service, Bureau of Economic Analysis, Bureau of Census) Based on data contained in "FT 455/Annual 1970, Exports, World Area by Commodity Groupings," issued June 1971, and in "FT 455/Annual 1979, Exports, World Area by Commodity Groupings," issued July 1980.

<sup>1</sup>The categories are: (1) Food & Live Animals; (2) Beverages & Tobacco; (3) Crude Material—Inedible Except Fuel; (4) Mineral Fuels, Lubricants; (5) Animal & Vegetable Oils; (6) Chemicals & Related Products; (7) Manufactured Goods; (8) Machinery & Transportation Equipment; (9) Miscellaneous Manufactured Articles; (10) Commodities and Transactions not classified elsewhere.

**Table XI**  
**REGIONAL SHARES OF TOTAL WORLD INTERNATIONAL TOURISM RECEIPTS**  
**1970-1980**  
(percent)

|      | total<br>world<br>international<br>tourist<br>receipts | europa | americas | U.S.<br>share<br>of world | east<br>asia | africa | middle<br>east | south<br>asia |
|------|--------------------------------------------------------|--------|----------|---------------------------|--------------|--------|----------------|---------------|
| 1970 | 100                                                    | —      | —        | 12.8                      | —            | —      | —              | -             |
| 1971 | 100                                                    | —      | —        | 11.9                      | —            | —      | —              | -             |
| 1972 | 100                                                    | 65.3   | 24.6     | 11.2                      | 5.2          | 2.4    | 1.6            | 0.6           |
| 1973 | 100                                                    | 65.8   | 23.6     | 10.8                      | 5.8          | 2.6    | 1.6            | 0.6           |
| 1974 | 100                                                    | 63.8   | 24.6     | 11.7                      | 5.9          | 2.7    | 2.4            | 0.6           |
| 1975 | 100                                                    | 64.8   | 24.4     | 11.9                      | 5.8          | 2.9    | 1.3            | 0.8           |
| 1976 | 100                                                    | 63.4   | 25.2     | 13.0                      | 6.2          | 2.3    | 1.8            | 1.1           |
| 1977 | 100                                                    | 66.2   | 21.9     | 11.6                      | 5.9          | 2.3    | 2.3            | 1.3           |
| 1978 | 100                                                    | 67.7   | 20.8     | 11.0                      | 6.1          | 2.3    | 2.2            | 1.2           |
| 1979 | 100                                                    | 66.7   | 21.3     | 10.5                      | 6.7          | 2.4    | 1.9            | 0.9           |
| 1980 | 100                                                    | 69.5   | 20.1     | 10.8                      | 6.5          | 2.1    | 1.6            | 0.5           |

SOURCE: World Tourism Organization

**Table XII**  
**U.S. SHARE OF WORLD AND**  
**AMERICAS REGION INTERNATIONAL TOURIST ARRIVALS<sup>1</sup>**  
**1960-1980**  
(millions)

| year | World<br>international<br>tourist<br>arrivals | U.S.<br>share<br>(%) | Americas<br>region<br>international<br>tourist<br>arrivals | U.S.<br>share<br>(%) | U.S.<br>international<br>tourist<br>arrivals |
|------|-----------------------------------------------|----------------------|------------------------------------------------------------|----------------------|----------------------------------------------|
| 1960 | 72.1                                          | 7.7                  | 17.9                                                       | 31.2                 | 5.6                                          |
| 1961 | 75.3                                          | 8.4                  | 18.4                                                       | 34.2                 | 6.3                                          |
| 1962 | 81.4                                          | 7.2                  | 18.8                                                       | 31.3                 | 5.9                                          |
| 1963 | 93.0                                          | 6.6                  | 19.5                                                       | 31.2                 | 6.1                                          |
| 1964 | 108.0                                         | 6.1                  | 21.3                                                       | 30.9                 | 6.6                                          |
| 1965 | 115.5                                         | 6.8                  | 23.0                                                       | 33.9                 | 7.8                                          |
| 1966 | 130.8                                         | 7.0                  | 26.3                                                       | 34.6                 | 9.1                                          |
| 1967 | 139.5                                         | 7.2                  | 33.0                                                       | 30.6                 | 10.1                                         |
| 1968 | 139.7                                         | 7.3                  | 30.7                                                       | 33.2                 | 10.2                                         |
| 1969 | 154.1                                         | 7.6                  | 33.8                                                       | 34.6                 | 11.7                                         |
| 1970 | 158.7                                         | 7.8                  | 35.7                                                       | 34.7                 | 12.4                                         |
| 1971 | 169.4                                         | 7.5                  | 37.7                                                       | 33.6                 | 12.7                                         |
| 1972 | 184.3                                         | 7.1                  | 38.1                                                       | 34.3                 | 13.1                                         |
| 1973 | 191.3                                         | 7.3                  | 39.5                                                       | 35.4                 | 14.0                                         |
| 1974 | 196.7                                         | 7.2                  | 40.0                                                       | 35.2                 | 14.1                                         |
| 1975 | 206.9                                         | 7.6                  | 41.6                                                       | 37.7                 | 15.7                                         |
| 1976 | 227.0                                         | 7.7                  | 43.5                                                       | 40.2                 | 17.5                                         |
| 1977 | 243.6                                         | 7.6                  | 45.1                                                       | 41.2                 | 18.6                                         |
| 1978 | 259.4                                         | 7.6                  | 47.5                                                       | 41.6                 | 19.8                                         |
| 1979 | 270.0                                         | 7.5                  | 49.5                                                       | 41.0                 | 20.3                                         |
| 1980 | 285.0(p)                                      | 7.9                  | 52.5(p)                                                    | 42.9                 | 22.5(p)                                      |

SOURCE: World Tourism Organization, U.S. Department of Justice (Immigration and Naturalization Service) and U.S. Department of Commerce (U.S. Travel Service).

<sup>1</sup>Arrivals of Tourists, i.e., temporary visitors staying at least 24 hours and the purpose of whose trip was (a) leisure (recreation, holiday, health, study, religion and sport); (b) business, family, mission, meeting.

(p) Preliminary

**Table XIII**  
**INTERNATIONAL TOURIST DENSITY IN THE U.S., 1980**

|                                      | (1)                                                                     | (2)                                 | (3)                                                                                 | (4)                                                            | (5)                                                                             |
|--------------------------------------|-------------------------------------------------------------------------|-------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------------------|
| country<br>of origin                 | arrivals of<br>international<br>tourists at<br>U.S. ports<br>(millions) | mean<br>length<br>of stay<br>(days) | total<br>international<br>tourist<br>days <sup>1</sup><br>(millions)<br>((1) x (2)) | international<br>tourists in<br>U.S. per<br>day<br>((3) ÷ 365) | international<br>tourist days<br>per 100<br>U.S. residents<br>((3) ÷ 2,236,000) |
| Canada                               | 11.4                                                                    | 7.1                                 | 80.7                                                                                | 221,000                                                        | 36.1                                                                            |
| Mexico                               |                                                                         |                                     |                                                                                     |                                                                |                                                                                 |
| Visitors to U.S.<br>Border<br>Region | 6.4 (e)                                                                 | 3.0                                 | 19.2                                                                                | 52,600                                                         | 8.5                                                                             |
| Visitors to U.S.<br>Interior         | 2.7 (e)                                                                 | 20.5                                | 55.4                                                                                | 151,600                                                        | 24.8                                                                            |
| Overseas                             | 7.9                                                                     | 26.0 (e)                            | 205.8                                                                               | 563,800                                                        | 92.0                                                                            |
| TOTAL                                | 28.4 (e)                                                                | 12.7 (e)                            | 361.1                                                                               | 989,000                                                        | 161.4                                                                           |

SOURCE: U.S. Department of Commerce (United States Travel Service).

(e) estimate

<sup>1</sup>A "tourist day" is one tourist in the U.S. for one day. The United Nations Conference on International Travel and Tourism (Rome, 1963), the United Nations Statistical Commission, and the World Tourism Organization have defined a tourist as a "temporary visitor staying at least 24 hours in the country visited and the purposes of whose journey can be classified as (a) leisure, e.g., recreation, holiday, study, religion and sport; or (b) business, family, mission, meeting." A temporary visitor staying less than 24 hours in the country visited is defined as an "excursionist".

**Table XIV**  
**COUNTRY SOURCES OF U.S.**  
**LODGING INDUSTRY FOREIGN GUESTS**  
**1978-1979**

| country                        | 1979 share | 1978 share |
|--------------------------------|------------|------------|
| 1. Mexico                      | 22.1%      | 16.6%      |
| 2. Canada                      | 20.9%      | 41.1%      |
| 3. United Kingdom              | 11.7%      | 4.6%       |
| 4. South America               | 9.9%       | 4.4%       |
| 5. Japan                       | 7.5%       | 7.1%       |
| 6. Federal Republic of Germany | 4.4%       | 4.4%       |
| Central America                | 4.4%       | 3.4%       |
| 7. Middle East                 | 4.2%       | 2.3%       |
| 8. France                      | 2.9%       | 2.6%       |
| 9. Italy                       | 1.8%       | 2.8%       |
| 10. Scandinavia                | 1.4%       | 1.9%       |
| Other                          | 8.8%       | 8.8%       |

SOURCE: Laventhol & Horwath, Certified Public Accountants.

**Table XV**  
**COUNTRY SOURCES OF U.S.**  
**LODGING INDUSTRY FOREIGN**  
**GUESTS, WESTERN U.S.**  
**ESTABLISHMENTS, 1978-79**

| country                     | 1979 share | 1978 share |
|-----------------------------|------------|------------|
| 1. Canada                   | 24.7%      | 25.6%      |
| 2. Mexico                   | 20.3%      | 13.8%      |
| 3. United Kingdom           | 12.1%      | 4.8%       |
| 4. Japan                    | 10.2%      | 18.6%      |
| 5. South America            | 6.4%       | 3.6%       |
| Federal Republic of Germany | 6.4%       | 3.0%       |
| 6. Scandinavia              | 2.6%       | 4.2%       |
| Australasia                 | 2.6%       | 12.6%      |
| 7. Central America          | 1.9%       | 4.8%       |
| France                      | 1.9%       | 2.4%       |
| 8. Middle East              | 0.7%       | 1.8%       |
| Africa                      | 0.7%       | —          |
| 9. Italy                    | —          | 3.0%       |
| 10. Other                   | 9.5%       | 1.8%       |
| Total                       | 100.0%     | 100.0%     |

SOURCE: Laventhol & Horwath, Certified Public Accountants.

**Table XVI**  
**COUNTRY SOURCES OF U.S.**  
**LODGING INDUSTRY FOREIGN**  
**GUESTS, NORTHEASTERN U.S.**  
**ESTABLISHMENTS, 1978-79**

| country                        | 1979 share | 1978 share |
|--------------------------------|------------|------------|
| 1. Canada                      | 22.1%      | 86.1%      |
| 2. Middle East                 | 12.5%      | —          |
| 3. United Kingdom              | 10.3%      | 0.9%       |
| 4. South America               | 7.4%       | —          |
| 5. France                      | 6.7%       | —          |
| 6. Japan                       | 6.6%       | 3.5%       |
| 7. Federal Republic of Germany | 5.1%       | 0.9%       |
| Italy                          | 5.1%       | 4.3%       |
| 8. Central America             | 4.4%       | —          |
| 9. Mexico                      | 2.2%       | —          |
| Australasia                    | 2.2%       | —          |
| Scandinavia                    | 2.2%       | —          |
| 10. Other                      | 13.2%      | 4.3%       |
| Total                          | 100.0%     | 100.0%     |

SOURCE: Laventhol & Horwath, Certified Public Accountants.

**Table XVII**  
**COUNTRY SOURCES OF U.S.**  
**LODGING INDUSTRY FOREIGN**  
**GUESTS, SOUTHEASTERN**  
**U.S. ESTABLISHMENTS,**  
**1978-1979**

| Country                     | 1979 share | 1978 share |
|-----------------------------|------------|------------|
| 1. South America            | 23.5%      | 7.2%       |
| 2. Canada                   | 22.1%      | 60.0%      |
| 3. United Kingdom           | 10.2%      | 3.5%       |
| 4. Middle East              | 6.6%       | 1.2%       |
| 5. Mexico                   | 5.8%       | 3.5%       |
| Japan                       | 5.8%       | 2.3%       |
| Federal Republic of Germany | 5.8%       | 5.8%       |
| Central America             | 5.8%       | 4.6%       |
| 6. Scandinavia              | 2.9%       | 1.9%       |
| 7. France                   | 1.4%       | 1.9%       |
| 8. Italy                    | 0.7%       | 0.8%       |
| 9. Australasia              | 0.7%       | 0.4%       |
| 10. Other                   | 8.7%       | 6.9%       |
| Total                       | 100.0%     | 100.0%     |

SOURCE: Laventhol & Horwath, Certified Public Accountants.





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